

CONNECTIONS

2002 ANNUAL EVALUATION REPORT
OFFICE OF HIGHWAY SAFETY PLANNING

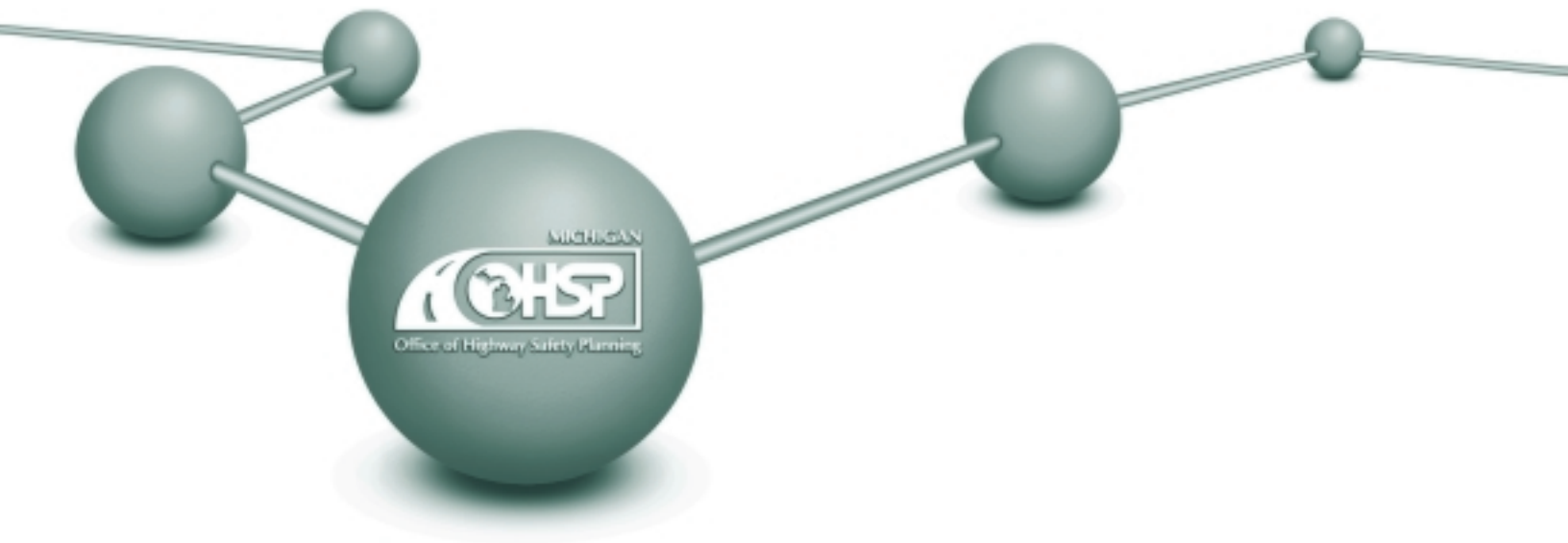


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INTRODUCTION

MISSION STATEMENT

To save lives and reduce injuries on Michigan roads through leadership, innovation, facilitation, and program support in partnership with other public and private organizations.

GUIDING VALUES AND PRINCIPLES

We strive for integrity, commitment, and excellence in our daily work, and fairness and mutual respect in our relationships with our partners.

We embrace a team-focused working environment and are committed to promoting professional growth and development.

We value our role as leaders in fostering cooperation, collaboration, and innovation with other public and private organizations at the local, state, and national levels.

We understand that a sound process of problem solving, including problem identification, strategy development, and evaluation, will result in effective outcomes.

We believe it is essential to actively seek the input of local community representatives to achieve long-term safety improvements.

We are committed to providing resources in an objective manner.

INTRODUCTION

Welcome to the 2002 Annual Evaluation Report for the Office of Highway Safety Planning. This year's annual report has been changed from the previous year's format. Last year two reports were produced: an Executive Summary, and, a more detailed Annual Report. This year a combined report has been developed which, hopefully, includes the best attributes of both reports.

This year's report has been designed with two purposes in mind. The first is to allow the reader to obtain an overview of OHSP's goals and the state's performance in achieving each of those goals. This is the key section of the report as it demonstrates the impact of the traffic safety programs selected and supported by OHSP.

The second purpose of the report is to provide the reader with a more detailed look at some of the activities that were undertaken in FY2002 to achieve OHSP's mission and goals. This section also includes detailed evaluation information regarding the paid advertising campaigns implemented in support of the division's major program, safety belt and alcohol enforcement mobilizations.

To accomplish this, the annual report has been organized into two sections. The first section begins with an overview of Michigan's fatal and serious injury crash trends. This is followed by detail on OHSP's goals including a statement of the goal, a look at the status of the goal over the past few years and a brief explanation of the activity impacting the goal.

The second section builds upon that information by providing additional detail on some of the grant activities undertaken during the year to achieve the goals.

Also included in this section are those activities that were undertaken by OHSP in partnership with other traffic safety advocates during the year to impact traffic safety at an infrastructure or policy level. As can be seen by the "connection" theme linking the partnership activities, they lay the foundation that ensures the success of traffic safety activities that occur at various levels across the state. This approach to the annual evaluation report provides a comprehensive look at all of the activities undertaken within the state to achieve OHSP's mission of saving lives and reducing injuries on Michigan's roadways.

OHSP thanks our many partners for their support, dedication and willingness to work with us in protecting Michigan citizens from the impact of traffic crashes.

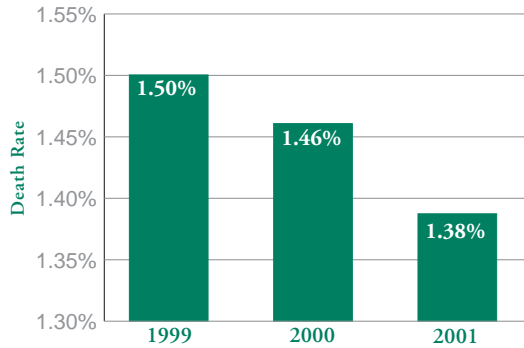
VEHICLE CRASH STATISTICS

COMPARING MICHIGAN'S TRAFFIC FATALITY FACTS TO THE NATION'S EXPERIENCE 2000-01

	MICHIGAN			UNITED STATES		
	2000	2001	% Change	2000	2001	% Change
Fatalities	1382	1328	-3.9%	41,945	42,116	0.4%
VMT (Billions)	94.9	96.5	1.7%	275	277.8	1.0%
Fatality Rate (100 million VMT) <i>VMT=Vehicle Miles Traveled</i>	1.46	1.38	-5.5%	1.53	1.52	-0.6%
Occupants Killed	348	315	-9.5%	36,348	36,386	0.1%
Non-occupants Killed* <i>*Non-occupants=Bicyclists & Pedestrians</i>	194	185	-4.6%	5,597	5,730	2.4%
Alcohol-Related Fatalities	515	504	-2.1%	17,380	17,448	0.4%
Alcohol-Related (% of total)	37.3%	38.0%	1.9%	41%	41%	0.0%
Alcohol Fatal Rate (100 million VMT)	0.54	0.52	-3.8%	0.63	0.63	0.0%
Fatalities from Crashes Involving Large Trucks	172	129	-25%	5,282	5,082	-3.8%
Pedestrian Fatalities	166	159	-4.2%	4,763	4,882	2.5%
Motorcycle Under age 45	49	79	61.2%	1,714	1,925	12.3%
Motorcycle age 45 and older	31	15	-51.6%	1,178	1,254	6.5%
Total Motorcycle Fatalities	80	94	17.5%	2,897	3,181	9.8%

GOAL: Reduce the VMT death rate per 100 million miles of travel by 10% from 1.50 in 1999 to 1.35 in 2004

VEHICLE CRASH DEATH RATE PER
100 MILLION MILES OF TRAVEL



VEHICLE CRASH DEATH RATE

These three goals are the key indicants of the success or failure of the OHSP program efforts.

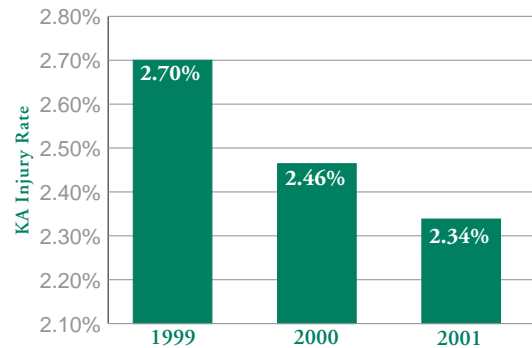
The death rate per 100 million miles of travel has decreased to 1.38 percent, nearly reaching the target for 2004. But there are other measures of OHSP success that measure more directly the impact of OHSP programs.

CRASHES THAT RESULT IN DEATH OR SERIOUS INJURY

Most of OHSP's activities focus on reducing the severity or likelihood of suffering an injury in a traffic crash. One measure is the proportion of crashes that result in death or serious injury. In 1999, 2.7 percent of crashes resulted in a fatal or serious injury. The goal to be achieved by 2004 was surpassed in 2001 when 2.34 percent of all crashes resulted in a fatal or serious injury.

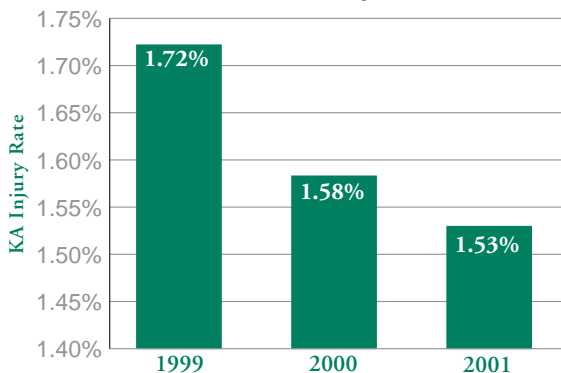
GOAL: Reduce the proportion of crashes resulting in KA injury by 10% from 2.7% in 1999 to 2.4% in 2004.

PROPORTION OF CRASHES THAT
RESULT IN DEATH OR SERIOUS INJURY



GOAL: Reduce the proportion of crash-involved occupants receiving a KA injury by 10% from 1.72 in 1999 to 1.25 in 2004.

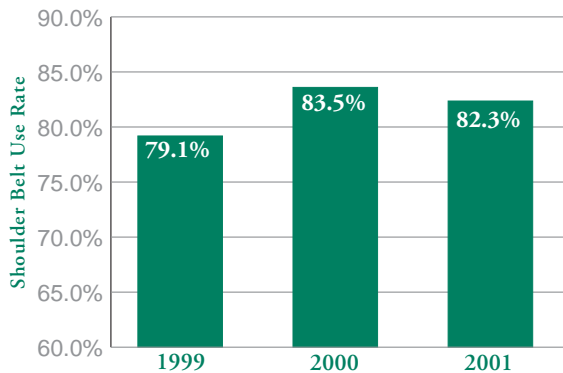
PROPORTION OF CRASH-INVOLVED
OCCUPANTS KILLED OR
SERIOUSLY INJURED



CRASH-INVOLVED OCCUPANTS KILLED OR SERIOUSLY INJURED

On a more individual level, the proportion of crash-involved occupants who experience a fatal or serious injury reflects the impact OHSP programs have on improving their safety. In 1999 the proportion was 1.72 occupants killed or seriously injured per 100 crash-involved persons. This proportion dropped to 1.53 in 2001. Based on the trend to date, this goal has a good chance of being achieved by 2004.

PERCENT FRONT-OUTBOARD SHOULDER BELT USE



FRONT-OUTBOARD SHOULDER BELT USE

The single most effective way to reduce the probability of being killed or seriously injured in a traffic crash is to wear the available safety belt. A central focus of OHSP activity has always been and remains the promotion of safety belt use. OHSP has selected a belt use target of 90 percent by 2004, establishing a high mark to achieve. Belt use has reached just above the 80 percent level but additional efforts may be required to achieve the targeted 90 percent. In 2001, the Drive Michigan Safety Task Force (DMSTF) consisting of over 100 state, county and local law enforcement agencies in 18 counties conducted safety belt enforcement patrols converging over 70 percent of Michigan's total population. In addition, the Wayne County task force conducted additional safety belt enforcement patrols in October 2001 and February 2002. Law enforcement mobilized statewide during the Memorial Day holiday, "All roads lead to enforcement" program, created an unprecedented police presence.

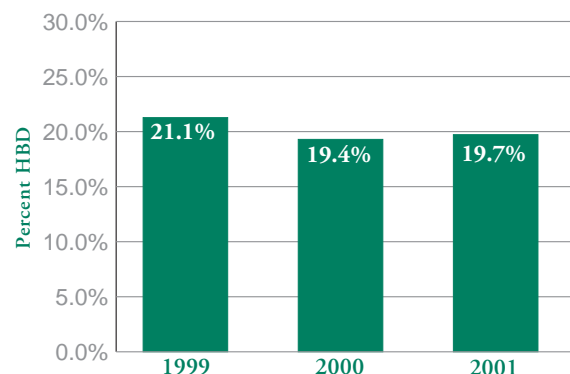
KA CRASHES CODED AS HBD

Crashes involving alcohol-impaired drivers are probably the most preventable type of crash, yet too many of these crashes occur in spite of our best efforts. Much of the progress achieved in reducing the toll exacted by alcohol-impaired driving has been achieved through effective legislation and the implementation of targeted prevention efforts. Because so much improvement has been made over the years, it is challenging to maintain this level of success. However, significant efforts are being made to try to bring this rate down even lower.

In FY02, much of the OHSP focus on alcohol-impaired driving prevention centered on enforcing laws in the "You Drink & Drive. You Lose" program. The purpose of this program was to reduce the number of alcohol-impaired driving crashes using high visibility enforcement to increase the perceived risk of being detected and arrested for alcohol-impaired driving.

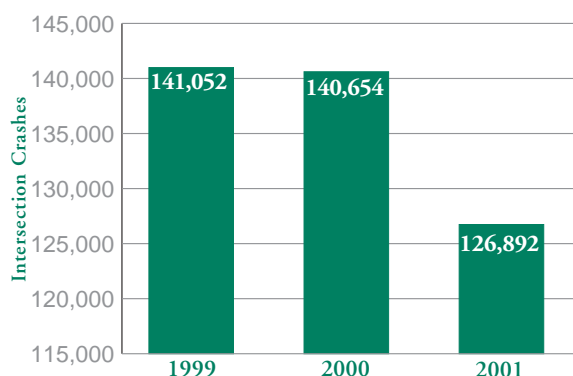
GOAL: Maintain proportion of KA crashes coded as had-been drinking (HBD) at 17%

PERCENT OF KA CRASHES CODED AS HBD



GOAL: Reduce the number of crashes at intersections by 10% from 141,052 in 1999 to 126,947 in 2004.

NUMBER OF INTERSECTION CRASHES



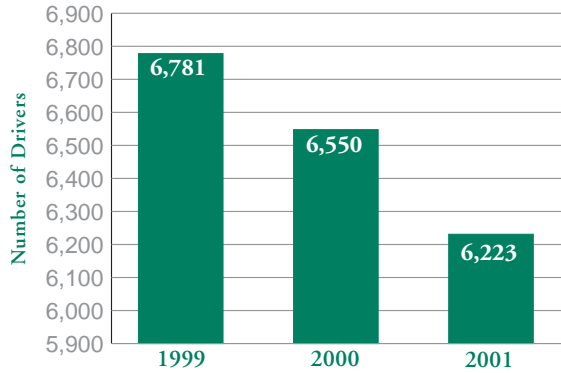
INTERSECTION CRASHES

Intersection crashes represent over 30 percent of all crashes. OHSP and a group of partners investigated the extent to which crashes that occur at intersections can be reduced by improving the physical characteristics of the intersection. In a cooperative project, OHSP teamed with AAA-Michigan, Wayne State University, and the City of Detroit to examine closely 25 intersections and provide engineering solutions. Based on these assessments, changes were made in pavement geometrics, light timing and placement in 61 intersections. These engineering changes reduced the number of crashes after the change compared to the number of crashes that occurred prior to the intersection improvements being made.

Together with effects from increased enforcement activity on city and county roads, this cooperative project contributed to OHSP meeting its 2004 goal with 126,892 intersection crashes in 2001.

GOAL: Reduce the number of drivers in KA crashes where unsafe driving behavior is cited as the hazardous action by 10% from 6,781 in 1999 to 6,103 in 2004.

NUMBER OF DRIVERS INVOLVED IN KA CRASHES WITH MOST HAZARDOUS ACTION CODED AS UNSAFE DRIVING BEHAVIOR



DRIVERS INVOLVED IN KA CRASHES

The trend in the crash data shows that OHSP is on track to achieve the 2004 goal of 6,103 crashes caused by an unsafe driving behavior. Unsafe driving behaviors include speeding, failure to yield, violating a traffic control, passing improperly, and failing to leave a clear distance, as well as careless and reckless driving. Together these actions play an important role in crashes. OHSP continues to implement and support a variety of programs to reduce the occurrence of these target behaviors. One strategy for combating these problem behaviors is vigorous traffic law enforcement. Enforcement activities that occurred using resources invested in targeted traffic law enforcement projects resulted in over 26,400 speeding and other moving violation citations being written.

One cause of unsafe driving behaviors is driving while fatigued or distracted. A group at particularly high risk of being involved in a crash while distracted or fatigued is college students. A program named "Drive Alert & Awake — Stay Alive" was implemented at 15 Michigan campuses. Phase 1 of the program was an education campaign. Surveys of students showed that the education campaign successfully increased student awareness of the types and dangers of drowsy and distracted driving. Phase 2 of the program introduced the "Dozing Discount" program. This program gives discounts to college students at participating lodging facilities in Michigan. This program shows considerable promise and the campaign is likely to be expanded in coming years.

Another program that could impact unsafe driving is intersection reengineering. When the intersection is reengineered properly it is more difficult for drivers to make errors that would lead to crashes.

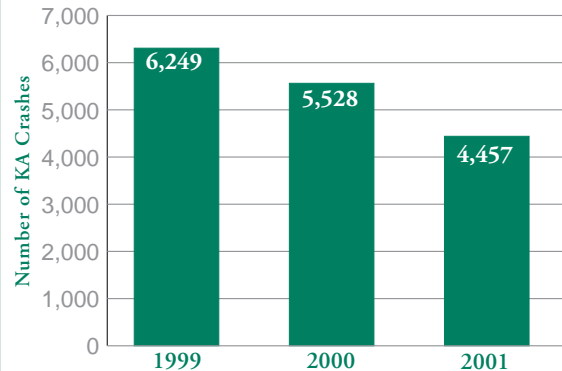
KA CRASHES ON CITY/COUNTY ROADS

The success of OHSP achieving this goal by 2000 rather than 2004 is in large part the result of targeting enforcement activities on city and county roads where crashes and high injury levels are most likely to occur, rather than conducting enforcement on interstate highways with relatively safe driving conditions.

Another program that helped to reduce the number of these crashes is the cooperative, intersection renovation project in which OHSP teamed with AAA-Michigan, Wayne State University, and the City of Detroit to examine pavement geometrics, light timing and placement at 61 intersections. These engineering changes reduced the number of crashes compared to the number of crashes that occurred prior to the intersection improvements being made.

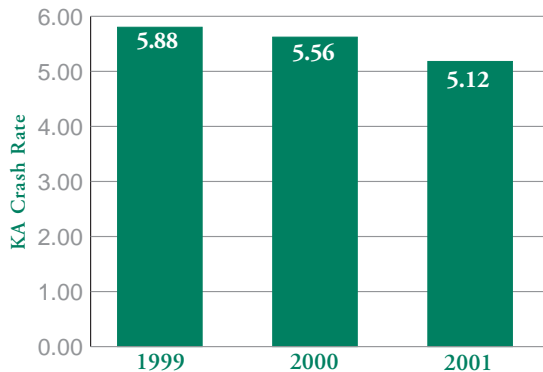
GOAL: Reduce the number of KA crashes on City/County roads by 10% from 6,249 in 1999 to 5,624 by 2004.

NUMBER OF KA CRASHES ON CITY/COUNTY ROADS



GOAL: Reduce the KA crash rate per 1000 licensed drivers for males age 16–20 by 25% from 5.88 in 1999 to 4.41 by 2004.

**MALE DRIVERS AGE 16-20 YEARS
KA CRASH RATE PER 1000
LICENSED DRIVERS**



MALE DRIVERS AGE 16-20 KA CRASH RATE

Drivers in this subgroup have a higher crash rate per licensed driver than any other group. Among the most difficult challenges is reaching this group with messages that are appropriate for each social group (age and ethnic background). Toward that end OHSP developed targeted public information and education (PI&E) campaigns to address alcohol-impaired driving and safety belt use among youth. Moreover, these efforts at reaching young male drivers were targeted further by ethnic background. Minority subcontractors were hired to work within ethnic communities to increase the chances that the OHSP messages are made accessible for the various groups and that these messages were understood by the target audience. Continued targeting of these specific subgroups should continue the downward crash trend and lead to achievement of the goal of 4.41 percent by 2004.

One clear opportunity to reach this group of drivers is to focus activities at colleges. One of the exciting programs OHSP used to target this age group began in 2001. The "Drive Alert & Awake – Stay Alive" program of education and discounts for student hotel stays during their trips to/from home during semester breaks. This program teaches students about drowsy driving dangers and awareness and provides incentives (in the form of room discounts) for students to stop overnight rather than drive through to their final destination.

The Michigan Coalition to Reduce Underage Drinking (MCRUD) focuses its attention on youth alcohol issues. Based on recommendations that came from the Michigan State Alcohol Forum held in FY 2001, MCRUD put high priorities on initiating relationships between schools, law enforcement, and the judicial community to develop a coordinated strategy to address underage drinking. MCRUD is also working with the Michigan High School Athletic Association to develop a policy for underage drinking that can be standardized for any school to adopt.

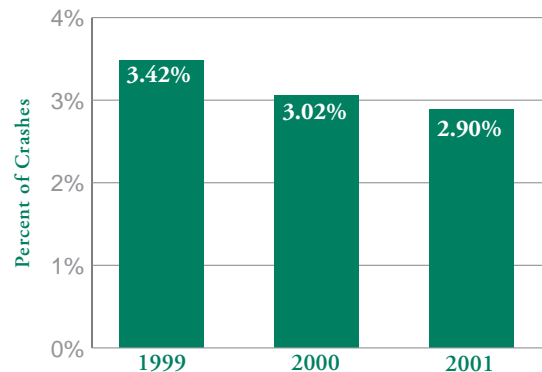
MEMORIAL DAY TO LABOR DAY CRASH PEAK

The period between Memorial Day and the Labor Day peak represents an important target for OHSP programming. This target represents a period of high travel and good weather. As recreational travel increases, the probability and severity of crashes involving injury goes up. Indeed, good weather is related to higher travel speeds that are in turn related to more significant injuries when a crash occurs.

The most significant traffic law enforcement program activities occur during this time period. By concentrating effort during this time frame (and special dates within the overall time frame, like the Fourth of July) OHSP can maximize the effect and life-saving impact of their special enforcement programs. The 2004 goal of 3.08 percent was reached in 2000. As targeted enforcement activities continue, it is anticipated that the downward trend in these crashes will continue beyond the 2004 goal of 3.08 percent

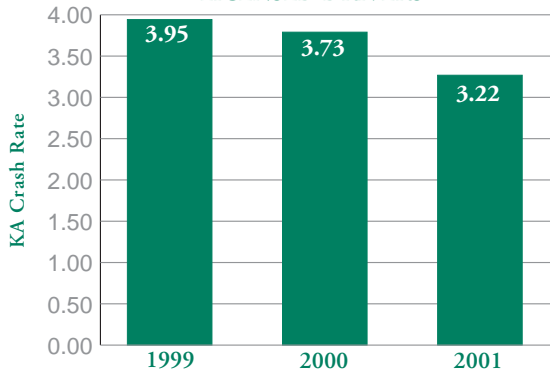
GOAL: Reduce the percentage of crashes resulting in KA injury (Memorial Day to Labor Day peak) by 10% from 3.42% in 1999 to 3.08% in 2004.

**PERCENT OF CRASHES RESULTING
IN KA INJURY MEMORIAL DAY
TO LABOR DAY PEAK**



GOAL: Reduce the KA crash rate per 1000 licensed drivers for males age 21-34 by 25% from 3.95 in 1999 to 2.96 by 2004

**MALE DRIVERS AGE 21-34 YEARS
KA CRASH RATE PER 1000
LICENSED DRIVERS**



CRASH RATE MALE DRIVERS AGE 21-34

Second only to 16-20 year old males, male drivers age 21-34 have the highest crash rate per 1000 licensed drivers. Moreover, crashes involving drivers from this group represent the largest total number of KA crashes of all age and gender subgroups, thus making them an important target group.

Each of the special traffic law enforcement programs conducted and described earlier have an impact on this target group. In fact, a considerable number of media spots were developed and put on the air targeted specifically at this group. Based on the current data trend, OHSP is well on their way to achieving their KA crash rate goal of 2.96 by 2004.

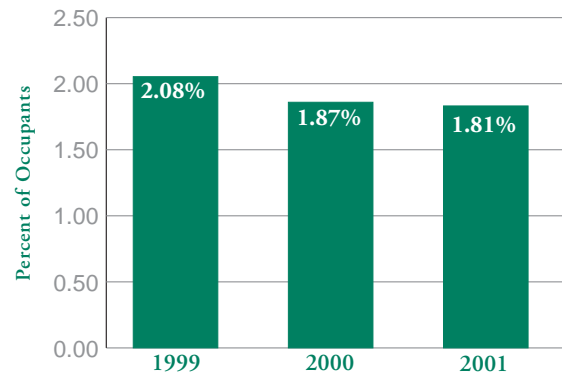
CRASH-INVOLVED OCCUPANTS RECEIVING KA INJURY

The period between Memorial Day and the Labor Day peak represents an important target for OHSP programming. This target represents a period of high travel and good weather. As recreational travel increases, the probability and severity of crashes involving injury goes up. Indeed, good weather is related to higher travel speeds that are in turn related to more significant injuries when a crash occurs.

The most significant traffic law enforcement program activities occur during this time period. By concentrating effort during this time frame (and special dates within the overall time frame, such as the Fourth of July) OHSP can maximize the injury prevention impact of their special enforcement programs. While OHSP has achieved its 2004 goal of 1.87 percent, we would expect that as targeted enforcement activities continue, the downward trend in the rate of these crashes would continue.

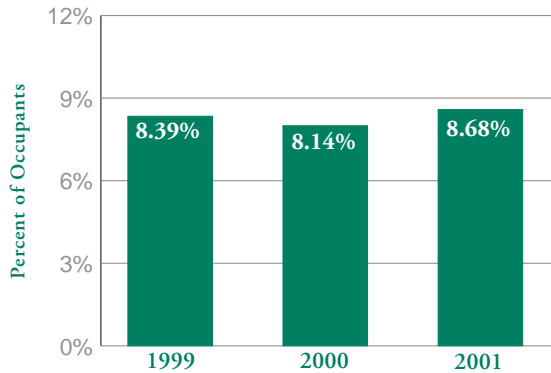
GOAL: Reduce the percentage of crash-involved occupants receiving KA injury (Memorial Day to Labor Day peak) by 10% from 2.08% in 1999 to 1.87% in 2004.

**PERCENT OF CRASH-INVOLVED
OCCUPANTS RECEIVING KA INJURY**



GOAL: Reduce the percent of crash-involved occupants age 0-15 that experience KA injury by 10% from 8.39 in 1999 to 7.55 by 2004.

PERCENT OF CRASH-INVOLVED OCCUPANTS AGE 0-15 YEARS THAT EXPERIENCE KA INJURY



CRASH-INVOLVED OCCUPANTS AGE 0-15 YEARS THAT EXPERIENCE KA INJURY

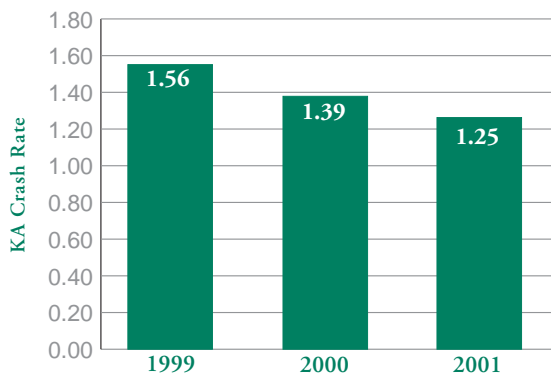
The achievement of this goal rests primarily on appropriate safety belt and child restraint use. There has been little change toward the achievement of this goal since 1999. To better understand and develop a strategic plan for addressing child passenger safety, a statewide Child Passenger Safety (CPS) Planning Team was developed. This team was charged with providing input to the development of a three-year strategic plan for reducing crash-related injuries among this target group. The CPS team identified five priority issues that should be addressed in long-term planning: (1) increase booster seat awareness and education, (2) increase health care provider education and awareness, (3) initiate hospital car seat discharge policies for newborns, (4) increase law enforcement efforts, and (5) enact booster seat legislation and strengthen existing child passenger safety legislation.

Two strategies for increasing appropriate child restraint use that were applied in FY02 were child restraint check stations and the distribution of seats to families in need. Michigan child passenger safety technicians could request child safety seats and educational materials to serve minority, rural, non-English speaking and/or low-income families. Of the 53 applications for safety seats and educational materials that were received, 41 agencies were provided safety seats for distribution.

Another strategy for reducing crash-injuries among these children is to increase the use of bicycle safety helmets. In addition to associated PI&E materials distributed, OHSP programs distributed 2,667 child helmets and 544 adult helmets in FY02.

GOAL: Reduce the KA crash rate per 1000 licensed drivers (age 70+) by 10% from 1.56 in 1999 to 1.40 by 2004.

LICENSED DRIVERS AGE 70+ YEARS KA CRASH RATE PER 1000 LICENSED DRIVERS



LICENSED DRIVERS AGE 70+ KA CRASH RATE

Although this population currently makes up only a small fraction of crashes that occur in Michigan each year, this population is growing rapidly. This rapid growth requires that this group be closely monitored and new programs developed to keep the number of crash-related injuries down.

In order to monitor challenges and opportunities with respect to older driver safety, an assessment tool was developed. This tool inventories community-specific safety issues from which local plans of action can be made to address the identified issues.

In addition, conferences and workshops held around the state helped to educate traffic safety engineers and other professionals with the knowledge base necessary for examining roadway design issues as they relate to older driver safety.

OCCUPANT PROTECTION

ENFORCEMENT

(Saturation patrols—Section 402 funding; Mandatory enforcement in March, June and August—Section 157 innovative funding; State Police corridor enforcement for Memorial Day weekend—Section 405 funding.)

GOAL

Increase compliance with the safety belt law, ultimately increasing safety belt use, and reducing the number and severity of injuries caused by traffic crashes.

SUMMARY

Michigan's Drive Michigan Safely Task Force (DMSTF), consisting of more than 100 state, county and local law enforcement agencies in 18 counties, conducted safety belt enforcement patrols covering over 70 percent of Michigan's overall population. The Task Force conducted safety belt enforcement saturation patrols throughout the year with mobilizations in March, June and August 2002. The Wayne County task force conducted additional coordinated safety belt enforcement patrols in October 2001 and February 2002.



Statewide, law enforcement mobilized during the Memorial Day holiday to enforce the safety belt law. "All roads lead to enforcement" was the theme—the Michigan State Police conducted patrols on highly traveled corridors May 24-27, 2002, while additional county and local police conducted patrols on the roadways that cross those highly traveled corridors, resulting in an unprecedented police presence.

During February's Michigan Association of Chiefs of Police meeting, twenty-six law enforcement agencies who participate in the Drive Michigan Safely Task Force taped *Click It or Ticket* public service announcements (PSAs). The spots featured *Click It or Ticket* in a unique way—via a flight attendant who gave her traditional speech for airline safety to motorists instead. Approximately 180 radio spots and 150 television spots were mailed to stations in those areas. A number of the grantees mentioned they liked the ability to record the PSAs and that the local media played them often.

RESULTS

The activity results for the fiscal year from the Drive Michigan Safely Task Force were:

- 22,281 overtime patrol hours
- 38,504 safety belt citations issued
- 7,051 speed citations issued
- 144 felony arrests
- 1,309 misdemeanor arrests.

Wayne County Task Force results for October 2001 were:

- 1,832 overtime patrol hours
- 2,931 safety belt citations issued
- 778 speed citations issued
- 17 felony arrests
- 76 misdemeanor arrests.

Preprogram safety belt use averaged 80.2 percent and post-program safety belt use averaged 84.9 percent.

Wayne County Task Force results for February 2002 were:

- 1,923 overtime patrol hours
- 3,944 safety belt citations issued
- 606 speed citations issued
- 5 felony arrests
- 65 misdemeanor arrests.

Preprogram safety belt use averaged 79.2 percent and post-program safety belt use averaged 84.2 percent.

Results for Michigan State Police enforcement during the Memorial Day holiday were:

- 2,150 overtime patrol hours
- 1,728 safety belt citations issued
- 1,408 speed citations issued
- 13 felony arrests
- 77 misdemeanor arrests.

PUBLIC INFORMATION AND EDUCATION: SAFETY BELT USE

(Section 157 funding)

GOAL

Increase awareness of safety belt enforcement efforts.

SUMMARY

Radio time was secured for the enforcement waves in the Wayne County area during October 2001 and February 2002. Radio, television, cable and billboard space were secured for the enforcement waves statewide (including Wayne County) during March, May/June and August 2002. Detailed information describing the public information activity, along with the results and the evaluation of that activity, for the Drive Michigan Safely Task Force and the Wayne County Task Force can be found in the special sections under Public Information and Education-DMSTF and Paid Media.

CLICK IT OR TICKET CAMPAIGN

(see Paid Advertising section also)

The *Click it or Ticket* campaign was adopted as Michigan's enforcement and public information campaign theme at the passage of the primary enforcement safety belt law in March 2000.

The original plan for enforcement and publicity was to shift away from holiday periods to the months of March, June and August and to allow law enforcement to establish additional saturation patrols for belt enforcement throughout the year.

In January 2002, OHSP responded to the national priority to increase belt use by changing its plans and adding activity to insure support of the safety belt mobilization over the Memorial Day holiday.

A major news event to announce the activity was organized and took place at the General Motors Technical Center in Warren. Speakers included Annette Sandberg, deputy administrator of the National Highway Traffic Safety Administration, Bob Lange, GM's head of vehicle safety, and ranking law enforcement officials. In addition, the event included partners AAA Michigan and Travel Michigan. They both included safety messages in their travel announcements for the weekend.

In addition to this main news event, other media events took place in Grand Rapids, Flint, Marquette, Traverse City and Sault Ste. Marie.

This enforcement blitz included a strong advertising presence. Earned media efforts netted 134 print, radio and television news stories around the state worth \$80,298.46 in paid advertising. More than \$600,000 was devoted to paid advertising for billboards, radio, television and cable advertising targeting young men and minority audiences in Wayne County.

Letters were sent to traffic safety partners, explaining the national mobilization and asking for support. The letter identified steps that could be taken to promote the *Click it or Ticket* message as well as listed available materials including a sample newsletter article and *Click it or Ticket* artwork.

Our partners actively responded to the call and the Michigan State Police boosted their presence on highly traveled highways across Michigan.

During the 4 days of Memorial Day weekend, 468 agencies participated in safety belt enforcement activities. Of those 468 agencies, 185 agencies provided enforcement statistics to OHSP. There were 85 citations written for an unrestrained child under 4 years of age; 182 citations for an unrestrained

child 4-16; and 5,463 citations issued to adults who were not buckled up. In addition, there were 4,254 citations issued for speed violations, 91 felony arrests, and 796 misdemeanor arrests.

Click it or Ticket messages were posted on MDOT's changeable messages signs located near the Mackinac Bridge. Nearly 20 weigh stations displayed the *Click It or Ticket* message to remind truckers to buckle up.

A reminder to buckle up appeared on 60,000 paycheck stubs of State of Michigan employees on May 23.

Click it or Ticket messages were heard throughout the summer in the form of television, radio and billboard advertisements. An unprecedented amount of airtime was purchased to attempt to saturate viewers and listeners.



Robert Lange, Executive Director, Vehicle Structure and Safety Integration, General Motors Corporation, addresses the audience at the Memorial Day 2002 Click it or Ticket kickoff news event at the GM Technical Center in Warren.

OHSP also partnered with Operation C.A.R.E. by providing *Click it or Ticket* t-shirts to all of their volunteers who worked at interstate rest stops, where *Click it or Ticket* materials were also distributed. The staff at Michigan's Welcome Centers wore *Click It or Ticket* t-shirts.

The University of Michigan Transportation Research Institute conducted a statewide safety belt observation survey in early June to evaluate the effectiveness of this effort. The results indicated that statewide safety belt use was a surprising and disappointing 80.0 percent.

Leadership of the Michigan State Police, Michigan Sheriffs' Association and the Michigan Association of Chiefs of Police scheduled meetings with law enforcement leaders in five Task Force counties to obtain their enhanced support and commitment to this effort. The five areas included Wayne, Oakland, Washtenaw, Ingham and Kalamazoo counties. Those sites account for 50 percent of the statewide survey population.

As a result, the Drive Michigan Safely Task Force (DMSTF) members rearranged their schedules to conduct their



stepped-up safety belt enforcement patrols throughout the last two weeks of August rather than throughout the month. Task Force counties cover nearly 80 percent of the state population, including Bay, Calhoun, Genesee, Ingham, Jackson, Kalamazoo, Kent, Livingston, Macomb, Monroe, Muskegon, Oakland, Ottawa, Saginaw, St. Clair, Van Buren, Washtenaw and Wayne.

To support the increased enforcement, OHSP coordinated a number of promotions.

- Back to school news releases were sent to weekly papers and radio stations on Monday, August 12.
- A news release was issued on Monday, August 19 to drum up interest in safety belt issues.
- Billboards were placed in the Task Force counties. Radio and television announcements aired August 19 through September 2.
- Three news conferences were conducted prior to the Labor Day holiday in Lansing, Kalamazoo and Detroit. The major news event was held in Detroit on Tuesday, August 27, and, a secondary event in Kalamazoo the same day. The news event in Lansing was held at the State Capitol on Wednesday, August 28.

The leadership of the Michigan State Police strongly encouraged commanders, troopers and motor carrier officers to take a strict "zero tolerance-no verbal warning" approach to safety belt violations. MSP leadership also requested that their local partners consider a similar stance.

The Secretary of State's office made posters and flyers available to their branch offices and offered CIOT lapel pins for branch office personnel to wear.

The Department of Transportation continued to use the *Click it or Ticket* message on their electronic message boards on the freeways in Wayne County. They also offered the use of electronic signs at inactive construction zones to promote *Click it or Ticket* over the holiday weekend. They secured placement for a poster at the many rest areas and welcome centers. They also provided speaking points to their Communication Media Field Representatives to assist with discussing *Click it or Ticket* during radio or television interviews through Labor Day.

The Traffic Safety Association of Michigan arranged the following:

Dennis Neubocker, Traffic Reporter of WXYZ-TV and radio in Detroit, reminded viewers to buckle up at each report.

Joann Watson, host of TV68 in Detroit and Aide to federal Congressman John Conyers, regularly reminded her viewing audience to buckle up.

Rev. Raymond Wilson of the Baptist Ministers Conference provided a bulletin insert to more than 100 Detroit ministers.

A small quantity of materials was distributed at a youth empowerment summit August 23-25 and at the Michigan State Fair August 29 through September 8.

RESULT

OHSP was pleased to announce that the statewide safety belt use rate bounced back from 80.0 percent just after Memorial Day to 82.9 percent following the Labor Day holiday according to a full observation survey conducted by the University of Michigan Transportation Research Institute (UMTRI).

EVALUATION

(Funding for statewide observation survey—405 funds. Evaluation projects—Section 157 funds)

GOAL

Assess statewide safety belt use.

SUMMARY

Statewide observation surveys were conducted on June 6 and September 11. A sub-sample safety belt observation as part of a special project was conducted in May 2002 to obtain pre-safety belt enforcement safety belt use rates. A follow-up survey was concluded in early July to provide a measure of the success of the enforcement and paid publicity campaign.

RESULTS

The statewide safety belt use survey conducted in June showed that safety belt use was 80.0 percent, and the statewide safety belt use survey conducted in September showed that safety belt use was 82.9 percent.

The University of Michigan Transportation Research Institute (UMTRI) evaluated the effectiveness of a media/enforcement program during the summer of 2002. The study utilized an experimental region where all paid media and enforcement activities took place and a control region in which no paid media or enforcement were to be implemented specifically as part of the program.

Observed Shoulder Belt Use			
Region	Pre	Mid	Post
Experimental	74.7 ± 5.1	72.2 ± 1.8	77.9 ± 2.7
Control	77.5 ± 3.4	81.4 ± 3.8	82.3 ± 4.7

The study concluded that the program appeared to have an impact on groups that have had low belt use rates in previous studies. Safety belt use increased significantly for the 16-29 year old age group and increased among males in the experimental region.

CHILD PASSENGER SAFETY TRAINING

(Sections 402, 405 and 2003(b) funding)

GOAL

Increase the use and correct use of child passenger safety seats through training and child seat inspections.

SUMMARY

The Michigan Department of Community Health (MDCH) is the lead agency in child passenger safety. The coordinator maintains a database with information on child passenger safety technicians, instructors, fitting stations, and child seat rental programs and updates the information on a weekly basis. The coordinator posts information on the MDCH website. This year the coordinator also undertook an update of the CPS technician list that will be completed in late October 2002. In 2002 Michigan intended to acquire two additional CPS equipment trailers, one in southeast and one in upper Michigan. Only one trailer was actually acquired, for northern Michigan, because the southeast Michigan group was unable to acquire the necessary storage space.

The training plan called for MDCH to conduct several one-day update courses for CPS technicians as well as two technician-training courses. However, in September, it was learned that the National SAFE KIDS Campaign would be hosting a class introducing a revised version of the curriculum in October 2002. As a result, only one, one-day child passenger safety update/refresh course was held. Both standard technician-training classes were held. The first class was conducted October 2-5, 2001 at the Charlevoix County Sheriff's Department in Charlevoix. At the conclusion of the course, a safety seat checkup event was conducted. A second class was held June 18-21, 2002 in Gaylord at the Gaylord Fire Department. Six people successfully completed the 4-day standardized child passenger safety technician-training course. Five are pursuing re-certification.

RESULTS

Approximately 60 seats were inspected during the car seat check up event that took place in Charlevoix. Seventeen seats were replaced due to defect or recall. Six seats were given to children who arrived unrestrained. The rate of misuse was 91 percent. Additional inspections were conducted in several community car seat clinics by Safe Community coalitions.

PUBLIC INFORMATION AND EDUCATION: BOOSTER SEATS

(Section 405 funding)

GOAL

Increase the use of booster seats through a comprehensive campaign.

SUMMARY

To develop a comprehensive booster seat campaign, a number of elements, including radio spots, advertising concepts (including a toll-free number for parents to call), a poster, and a brochure were professionally focus-group tested. Based on the results of the focus group testing, two radio spots were produced and began airing in July. A life-size poster of a booster-size child, originally developed by the Vermont Highway Safety Office, was developed and shipped to 40 SAFE KIDS Coordinators and 36 Child Passenger Safety Instructors throughout the state for display in their communities.

RESULTS

From July 1, 2002 through September 30, 2002 the Michigan Department of Community Health Clearinghouse received 186 phone calls as a result of the campaign and mailed 7,041 brochures.

CHILD PASSENGER SAFETY ASSESSMENT

(Section 2003(b) funding)

Due to the large number of programs available to improve child passenger protection, a strategic planning process was initiated by the Michigan Department of Community Health (MDCH) to assess the current status of child passenger safety programs and scope of resources in Michigan and to identify strengths, weaknesses, and gaps. To begin the process, thirty-seven members were invited to serve on a statewide Child Passenger Safety (CPS) Planning Team, of which twenty-eight participated. Members represented the Office of Highway Safety Planning, law enforcement, the automobile industry, SAFE KIDS, local public health, hospitals, insurers, child passenger safety grantees, community-based maternal/child/adolescent health agencies and other state and community partners and organizations concerned with child passenger safety.

The CPS Planning Team was charged with providing input into the development of the three-year strategic plan and had the following specific duties:

- Review child passenger safety statistics and a summary of existing programs and policies in Michigan

- Identify gaps and needs relative to child passenger safety
- Provide input on child passenger safety program priorities and collaborative relationships

To collect information relative to CPS gaps, needs, and priorities before meeting, MDCH staff developed a survey that was sent to planning team members with a letter of invitation. The survey had 24 specific recommendations pertaining to child passenger safety that members were asked to rank as high, medium or low priority for Michigan to address in a three-year strategic plan.

A strategic planning session was held on January 15, 2002. The CPS Planning Team was arranged in small groups and identified five priority issues to be addressed in the long-term plan:

- Increase booster seat awareness and education
- Increase health care provider education and awareness
- Initiate hospital car seat discharge policies for newborns
- Increase law enforcement efforts
- Enact booster seat legislation/strengthen existing CPS legislation

The final plan for child passenger safety includes strategic recommendations and action steps to improve child passenger safety in Michigan for the period 2002-2005. The plan was submitted for departmental approval and returned with suggested revisions. As a result, the planning team will be reconvened this winter to address the issues raised by the MDCH review.

ALCOHOL IMPAIRED DRIVING

ENFORCEMENT

(Sections 402 and 410 funds)

GOAL

Reduce the number of drunk driving crashes, deaths and injuries in Michigan through the use of high-visibility enforcement to increase the perceived risk of being detected and arrested for drunk driving.

SUMMARY

Michigan's Drive Michigan Safely Task Force (DMSTF), consisting of over 100 state, county and local law enforcement agencies in 24 counties, conducted alcohol enforcement saturation patrols covering over 70 percent of Michigan's overall population. The alcohol enforcement saturation patrols were conducted on a monthly basis throughout the state for the first half of the fiscal year. On April 1, 2002, Michigan began conducting weekly alcohol



enforcement as part of the National Highway Traffic Safety Administration (NHTSA) 403 State Demonstration Grant program. OHSP utilized the DMSTF to support the weekly enforcement criteria of the grant.

OHSP also offered local grants for special event alcohol enforcement. These grants were open to agencies that were not already receiving overtime alcohol enforcement funding through the DMSTF. This opportunity yielded 13 additional grantee agencies that conducted "You Drink & Drive. You Lose." (YDDYL) alcohol overtime enforcement.

RESULTS

The DMSTF and special event "You Drink & Drive. You Lose." enforcement activities resulted in:

- 32,896 vehicles stopped
- 22,134 traffic patrol hours
- 17,322 verbal warnings
- 6,767 speed citations issued
- 5,238 other non-moving violations
- 4,389 moving violations
- 2,103 misdemeanor arrests
- 1,798 OUIL/OUID violations
- 521 other alcohol violations
- 253 felony arrests.

The special event program resulted in a number of local success stories. One example occurred in Allegan County. In that county, both grant funded and non-grant funded

agencies united to work cooperatively on alcohol enforcement. The involvement of the non-grant-funded agencies displayed the heightened awareness of officers to the dangers of impaired driving.

Allegan County developed a program following the model of the YDDYL saturation enforcement strategy. The Fatal Accident Suppression Team (FAST) is a countywide cooperative effort combining the resources and manpower of all of the police agencies in Allegan County. FAST attempted to identify the most dangerous stretches of roads in the county and made a particular effort to step up enforcement at these locations for one day each month. Television, newspaper and radio media covered the efforts of the FAST program. The Allegan County law enforcement agencies are currently working with the Road Commission to develop a method for measuring long-term and short-term success of the program. The Allegan County Safe Community Program collaborates with the enforcement agencies on this project.

YDDYL STATEWIDE COORDINATION

(Section 403 Funding)

GOAL

Increase weekly enforcement and publicity for a 20-month period through a 403-demonstration grant.

SUMMARY

The section 403 program law enforcement liaison (LEL) worked in conjunction with the OHSP law enforcement liaisons to ensure prompt reporting of weekly enforcement statistics for use in publicity efforts. The LEL served as the primary contact for the special event grantees by assisting them with enforcement and publicity coordination for their events. He provided oversight in ensuring the submission of the special event grantees' progress reports and provided follow-up contacts with grantees if there were grant concerns or questions about their progress reports from OHSP staff. The LEL presented the program plan to law enforcement officers at various meetings and conferences, as well as worked with non-grantee law enforcement agencies. He used these engagements as opportunities to market the "You Drink & Drive. You Lose." program in order to promote further awareness of the campaign throughout the state.

OHSP also worked with a public relations firm to serve as the publicity coordinators for the weekly alcohol enforcement under the 403 program. This firm developed various media tools that were used by the firm and law enforcement agencies to publicize the weekly enforcement efforts. OHSP also supported the July 2002 national "You Drink & Drive. You Lose." mobilization with a paid media component. A total of \$25,000 was used to purchase airtime to run a new radio public service announcement in support of the mobilization.

OHSP also provided law enforcement agencies with a few incentive items to assist in publicizing the "You Drink & Drive. You Lose." campaign.

RESULTS

The LEL and the public relations firm successfully coordinated six months of the 403 weekly alcohol enforcement program. The LEL attended regular meetings with OHSP and the firm to ensure weekly enforcement statistics reporting and publicity were occurring as anticipated.

An enforcement statistics reporting process was developed and proved to be beneficial in promptly receiving enforcement statistics for use in post enforcement publicity.

Site visits to 59 counties that did not receive overtime enforcement grant funding from OHSP were conducted by the LEL. It was determined that 72 percent of the agencies reported to have increased their alcohol enforcement and awareness, 68 percent reported that they began using the media to publicize their efforts and 28 percent reported an increase in collaborative enforcement with other agencies. One agency shared that they had received positive comments from the community as a result of their media releases. This information is a direct result of the LEL's visits with the agencies to promote "You Drink & Drive. You Lose." alcohol enforcement. The 403 LEL also discovered that several of the non-grantee agencies that he visited were winners of the July 4th law enforcement challenge sponsored by OHSP. These agencies had never participated in the OHSP challenge until it was explained to them by the LEL.

The Law Enforcement Liaison compiled data on enforcement statistics through quarterly reports. The information compiled will be beneficial to the NHTSA evaluator assigned to Michigan's 403 program. Unfortunately, the evaluator did not begin work as scheduled and adjustments will need to later be made to assure an adequate evaluation of the program can be completed.

Beginning in FY2003, the 403 program LEL, along with all of the other OHSP Law Enforcement Liaisons, will begin to promote Michigan's "Click It or Ticket" seat belt enforcement campaign as well as the "You Drink & Drive. You Lose." alcohol enforcement campaign. This arrangement allows all of the Michigan Law Enforcement Liaisons to market both campaigns throughout the entire state. The 403 LEL will continue to coordinate the weekly enforcement statistic reporting and compilation as he has done previously.

The public relations firm assisted OHSP with implementing a statewide news event for the December 2001,



and, July 2002 “You Drink & Drive. You Lose.” mobilizations. The focus of the December 2001 news event was a cab card program implemented in Lansing over National Lifesavers Weekend. The program provided Lansing area businesses with cab discount cards to distribute to patrons for easier access to a safe ride home. The news event advised of the increased alcohol enforcement efforts that would be conducted and offered the card program as an alternative.

The news conference held on July 1 at the Michigan State Police–Metro North Post publicized the holiday enforcement and the purchase of over 100 in-car video cameras for installation in Michigan State Police vehicles. The cameras assisted law enforcement officers during their “You Drink & Drive. You Lose.” enforcement efforts over the July 4 holiday.

The public relations firm continued to monitor the weekly YDDYL publicity by maintaining a monthly media contact report and an ad value report. The monthly media contact report gives an estimate as to the number of media that have stated they have used or intend to use the enforcement publicity release that was provided. The ad value report depicts the actual



A special grant from the Michigan Office of Highway Safety Planning allowed Michigan State Police to boost the number of in-car video cameras in patrol vehicles as part of a larger effort to crack-down on drunk drivers.

newspaper coverage the 403 enforcement received throughout the state.

The public relations firm also submitted a generic YDDYL news release to the Michigan Chamber of Commerce for inclusion in their newsletter. This initiative assisted in getting out the YDDYL message to most of the businesses throughout the state.

PUBLIC INFORMATION AND EDUCATION—ALCOHOL IMPAIRED DRIVING

(Section 402 funding)

GOAL

Reduce incidences of alcohol-related traffic crashes, deaths, and injuries by providing public information and education directed at publicizing enforcement activity.

SUMMARY

The following “You Drink & Drive. You Lose.” public information and education materials were distributed to law enforcement agencies:

- 218 banners
- 530 patrol car magnets
- 4,000 ink pens and static cling decals
- 2,000 lapel pins
- 2,100 static cling posters
- 56 billboards

Static cling posters were also developed to publicize the specific alcohol enforcement dates in the DMSTF counties. The posters were customized to list the enforcement dates for each county and distributed to the grant Project Directors in each county. The DMSTF law enforcement agencies were encouraged to visit local businesses in attempts to have this poster displayed in their establishments.

The “For Friends & Family” public information campaign was renewed by the Michigan Beer and Wine Wholesalers Association (MBWWA) during National Drunk & Drugged Driving (3D) Prevention Month in December. Nearly 110,000 promotional items were distributed to over 50 interested parties and 180 billboards were placed throughout the state. A radio public service announcement was developed for use during 3D month, but was generic enough to be used any time of the year. In addition to the grant funding, the association worked with an outdoor advertising agency to run the billboards for 16 weeks, May 2002 through August 2002. MBWWA contributed \$10,000 for a radio buy of 823 messages. The campaign actually received 2,987 messages worth an estimated value of \$68,912. This is three times the number of messages and nearly seven times the value of the ad buy. The MBWWA received a national award from the 2001 Associations Advance American Honor Roll for the campaign. The campaign was recognized as an outstanding program with significant benefit to American society.

STATE ALCOHOL FORUM AND IMPLEMENTATION

(Section 402 funding)

GOAL

Examine Michigan's current status of impaired driving initiatives and processes to determine priority strategies for addressing the issue.

SUMMARY

Michigan was one of several states to host a Michigan Alcohol Forum in FY2002. The Alcohol Forum was held in November 2001 with over 100 participants. The forum focused on three issues: youth, treatment, and server issues. Participants suggested various action strategies to improve Michigan's processes within these three focus areas. Committees were convened to prioritize the list of action strategies and develop plans of action to implement them.

RESULTS

Youth Issue—Michigan Coalition to Reduce Underage Drinking

The priority for youth issues is to initiate relationships between schools, law enforcement and the judicial community to develop a comprehensive coordinated strategy to address underage drinking. MCRUD is working with the Michigan High School Athletic Association (MHSSA) to develop a policy for underage drinking that can be standardized for any school to adopt. MCRUD is also discussing with the Michigan Judicial Institute (MJI) the best way to provide best practice information for communities/coalitions interested in underage drinking court programs.

Treatment Issue—Treatment Committee

The treatment workgroup will work with the Michigan Association of Substance Abuse Coordinating Agencies (MASACA) to serve as the facilitator in the development and coordination of regional teams to provide select communities with training on improving the collaboration and communication between their treatment and court systems. MASACA will provide oversight of a Project Consultant who will coordinate the daily activities of this project. The treatment committee will serve as the advisory group for MASACA to provide guidance and direction on the project training activities.

Server Issue—Impaired Driving Action Team

The priority strategy for the server issue is to develop and distribute a resource packet for special event organizers to educate them on Michigan alcohol laws and provide tips for ensuring a safe and legal event. The Impaired Driving Action Team has worked with the server subcommittee to discuss the best way to develop and distribute the resource packets. The server committee, a subset of the Action Team,

is planning to meet with a representative of the Michigan Festival and Events Association to present ideas to them and receive their input regarding the benefit of this type of educational tool.

A funding solicitation letter was drafted for distribution to various agencies and associations that would have an interest in supporting an alcohol awareness toolkit for special event organizers. The Michigan Beer and Wine Wholesalers (MBWWA), through a grant with OHSP, will serve as the facilitator for this project. MBWWA will be responsible for contracting with vendors to conduct focus testing, develop and produce the resource packets and to coordinate distribution of the packets.

OUIL TESTING VANS

(Section 410 Funding)

GOAL

To assist agencies in reducing processing time for an OUIL arrest as well as to inform the public about the consequences of drunk driving.

SUMMARY

Building upon the success of the BATmobile that was purchased last fiscal year, three additional BATmobiles were acquired this year providing comprehensive coverage around the state.

Each BATmobile is equipped with state of the art equipment including a Datamaster, fax, telephone, video camera and radios.



RESULTS

Much of the year was spent getting the BATmobile vans converted and equipped for use. As a result, the BATmobiles received limited use in alcohol enforcement patrols this fiscal year. They are all complete and will be fully used beginning with FY2003.

BATmobile brochures and fact cards were reproduced and provided to all of the BATmobile law enforcement agencies for distribution during the various enforcement and community events in which the BATmobile is involved. The original BATmobile, purchased in Ottawa County in FY2001, was used for several saturation patrols throughout the year and continues to be a media draw. The annual United States Coast Guard festival featured the BATmobile in August 2002. Several drunk drivers were tested in the BATmobile and there were nine arrests of boat operators.

TRAINING

(Section 410 Funding)

GOAL

To educate coalitions, medical staff and court personnel on the importance of drunk driving prevention and adjudication.

SUMMARY

OHSP continued its partnership with the Michigan Prosecuting Attorneys Association of Michigan (PAAM) to serve as a liaison between the state's prosecutors and the traffic safety community. PAAM assisted with providing educational opportunities on impaired driving and current legal reference materials to prosecutors. Training programs on various traffic safety issues were held throughout the year. The PAAM liaison remained in constant contact with several agencies to improve prosecutors' responses to the traffic safety community and issues.

Michigan worked with the Genesys Health Foundation to customize a curriculum to present alcohol seminars to physicians and emergency room personnel regarding impaired driving issues. The seminar is designed to enable professional and support staff to identify alcohol-impaired patients and advise seminar participants on suggested counseling and intervention procedures.

OHSP partnered with the FACE organization to provide intensive, community training to two Safe Community Coalitions. The training seminars taught coalitions different ways to reduce problems associated with alcohol in their communities.

RESULTS

In the second year of this program, PAAM has made further inroads on increasing the visibility of traffic safety in the prosecutor arena. Thirteen training programs were held with individuals from 55 different prosecutors' offices and various law enforcement agencies in attendance. PAAM produced a quarterly traffic safety newsletter for prosecutors, entitled "Green Light News." A flyer entitled "Red Light Alert" was also produced which reported breaking traffic safety news to prosecutors as needed. The newsletters and additional resource information is posted on the PAAM website. PAAM's Training Attorney continued to assist prosecutors and law enforcement personnel in policy matters and legal and procedural questions on various traffic safety topics. He served as a prosecutor liaison with many traffic safety partners and advocates during meetings and conferences both in Michigan and nationally.

The Genesys Health Foundation piloted the alcohol seminar curriculum to medical residency programs in Michigan. Six seminars were conducted with a total of 111 in attendance. Evaluations of the curriculum were positive. The majority of attendees reported that the seminar was beneficial to them because it provided new information.

The FACE-Truth and Clarity on Alcohol organization worked with one of Michigan's Safe Communities to customize training which determined the needs of that community as it related to alcohol issues and, in addition, trained the coalition members on ways to use their strengths to address their needs.

YOUTH ALCOHOL

PUBLIC INFORMATION AND EDUCATION

(Section 402 and OJJDP Funding)

GOAL

Provide effective public information materials to support anti-underage drinking programs.

SUMMARY

A new 12-minute video was developed for adults to educate them on the dangers of underage drinking. The video, "Underage Drinking and Parental Responsibility: The Zero Tolerance Law Includes You" explains where many teens get their alcohol, why teens drink and what parents can do to help keep kids alcohol free.

A brochure entitled "Under 21? It Can Happen to You", geared toward minors and detailing the penalties for Michigan's zero tolerance and minor in possession laws, was reprinted. Another brochure for parents, "Keeping Them Safe: Your Kids & Alcohol" was also reprinted.

A bookmark for teens highlighting the state's zero tolerance laws was produced in both English and Spanish versions. Plastic grab bags with the "Zero Tolerance Means Zero

Chances" logo were also produced and made available for MCRUD and other youth-oriented events.

Another video, produced by Hazelden and distributed by OHSP, is "Everyone's NOT Doing It! An Alcohol Prevention Video." This video demystifies alcohol by having teens learn about the risks that alcohol use poses for their bodies, minds and lives. By addressing the realities of peer and media pressure, the video challenges teens to think in new ways about what they hear and how to make their own decisions. OHSP worked closely with Hazelden in the production of the revised video.

RESULTS

One thousand copies of the video "Underage Drinking and Parental Responsibility: The Zero Tolerance Law Includes You" were produced and advertised to parents of Michigan middle school and high school students through MCRUD coalitions, school liaisons and the Michigan Parent Teacher Association.

Twenty thousand of each of the brochures "Under 21? It Can Happen to You" and "Keeping Them Safe: Your Kids & Alcohol" were made available through the Michigan Resource Center catalog, Internet, and various newsletters.

One hundred thousand bookmarks in English and 10,000 bookmarks in Spanish were made available through the Michigan Resource Center catalog, Internet, and various newsletters. Over 175,000 plastic grab bags with the "Zero Tolerance Means Zero Chances" logo were also made available for MCRUD and other youth-oriented events.

500 copies of the video, "Everyone's NOT Doing It! An Alcohol Prevention Video" was made available to coalitions throughout Michigan that are addressing underage drinking in their community.

MICHIGAN COALITION TO REDUCE UNDERAGE DRINKING (MCRUD)

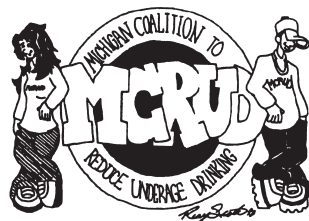
(Section 410 Funding)

GOAL

Provide support to a statewide coalition that addresses the issue of underage drinking by providing assistance to coalitions at the state and local levels.

SUMMARY

The Michigan Coalition to Reduce Underage Drinking (MCRUD) continues to support projects designed specifically to address the underage drinking issues identified in a community.



MCRUD again organized a youth conference to showcase the activities of local MCRUD coalitions and share information regarding MCRUD and their funding opportunities. During FY2002, MCRUD created, for the first time, an official youth teen advisory panel to provide a greater level of input and participation in MCRUD decisions and activities.

MCRUD held a two-day training session for local MCRUD and Safe Community Coalitions that focused on coalition sustainability and data collection. These two topics were identified, through a survey, as areas where the coalitions felt training was needed. The training was presented by the Pacific Institute for Research and Evaluation (PIRE). MCRUD also made available grants to local coalitions through funding provided by the Michigan Office of Drug Control Policy. MCRUD utilizes very specific grant eligibility criteria which includes an evaluation component.

RESULTS

Over 30 individuals attended the coalition training, including prevention specialists, law enforcement officers and students. Training evaluations indicated that participants will be able to use what they learned to better their coalition's fight to combat underage drinking. Similar training sessions may be conducted in the future. A number of outstanding community programs were developed with grant funding, several of which were recognized at their annual awards function. The youth advisory team is growing and will be developing a specific action plan in the new fiscal year.

YOUTH ALCOHOL ENFORCEMENT

(OJJDP Funding)

GOAL

Provide active enforcement of laws to prevent underage access to alcohol and visibly publicize the activity.

SUMMARY

1. SPOTLIGHT is a cooperative law enforcement grant program that places undercover officers in alcohol retail establishments and parking lots to detect minors purchasing alcohol, as well as adults purchasing alcohol for minors. The SPOTLIGHT grant program involves several agencies within the same county working together. The SPOTLIGHT program also creates a cooperative effort between retailers and law enforcement to combat underage alcohol purchases. Twenty-five law enforcement agencies received grant funds to conduct SPOTLIGHT programs. Most of these agencies worked cooperatively with three to four other agencies in their county including their local State Police post.

2. LOOKOUT is designed to reduce youth access to alcohol and to deter adults from purchasing alcohol for minors in and around special events. The focus of LOOKOUT is large concerts, festivals and sporting events where alcohol is often served or brought in by attendees. In December 2001, five pilot LOOKOUT grants were awarded.
3. The PARTY PATROL program focuses on locating large parties where minors are consuming alcohol. The program teaches officers how to perform control dispersal techniques. It looks at the role of law enforcement and community agencies in preventing underage drinking parties and safely dispersing them when they occur. Party Patrol is a "canned" program including step-by-step information on how to work with schools and community members to identify where and when parties involving minors will occur and how to use media and enforcement campaigns to bring about changes in community norms concerning underage drinking. Six agencies have piloted the Party Patrol program.

RESULTS

Spotlight Enforcement Activities:	
MIP Arrests	223
Open Intoxicants	45
Adults Furnishing Alcohol	42
False ID to Police	5
Liquor Law Violation	4
False ID Purchase Arrests	12
OUIL Arrests	45
Traffic Stops Leaving Establishments	92
No Drivers License	8
Verbal Warnings	78
Warrant Arrests	24
Controlled Substance Arrests	4
MIP Tobacco Arrests	12
Child Restraint Law Violations	1
No Safety Belt Used	1
Assault and Battery	3
Total Enforcement Contacts	461

Lookout Enforcement Activities:	
Lookout hours	32
Enforcement Contacts	500+
Average Event Size (# of people attending)	10,000

Party Patrol Enforcement Activities:	
Party Patrol Hours	94
Enforcement Contacts	97
Parties Dispersed	9
MIP Citations	45
Adults Furnishing Alcohol	3
Traffic Stops Leaving Party	6
Open Intoxicants	0
Verbal Warnings	19
Felony Arrests	3
Misdemeanor Arrests	18
No. of search warrants	0
No. of persons processed	71

Enforcement and the communities in which they work all very favorably receive these programs. Officers often comment that they would be otherwise unable to receive the accompanying training in the state liquor laws and particularly in controlled dispersal. As a result of the SPOTLIGHT program, many agencies report a greatly improved, cooperative relationship with the beverage service industry in their area. All of the programs provide training and sample materials to use in publicizing their efforts in the local media, a key component of successful implementation. The LOOKOUT program will require further examination as the concert venue was not as welcoming to the activity in all geographic areas of the state.

POLICE TRAFFIC SERVICES

STATE POLICE PROGRAMS

(Section 402 funding)

GOAL

Provide the services of a Michigan State Police Traffic Services Sergeant to provide administrative support and coordination of all of the activities identified in the Michigan State Police grant. All grant activities, including strategic planning and administering grant overtime hours with MSP districts for all grant funded patrols, are tracked by the Sergeant.

SUMMARY

This position is part of the OHSP law enforcement liaison (LEL) network and provides assistance to OHSP with all public information events as well as necessary feedback from the field on strategy development and implementation. Two grant workshops for the State Police district traffic services sergeants were organized and conducted during the year.

Effort was also devoted to designing a new strategy to assist with implementing the *Click It or Ticket* May 2002 Mobilization. Numerous hours were spent identifying state corridors and State Police posts that were able to manage overtime hours and developing a strategic plan and matrix to track the enforcement that took place over the Memorial Day Holiday.

This position played a key role in assisting OHSP with the Labor Day enforcement efforts. Due to the participation of this position, law enforcement leadership meetings were held in various locations of the state. Michigan State Police played a key role in encouraging local agencies to adopt a zero tolerance for safety belt violations by issuing a 'no warning' policy during this period. MSP reduced their rate of verbal warnings from 24 percent to 8 percent.

OHSP also provides block grant funding for the State Police districts to identify problems locally and address them. Each of the state's seven districts determines local problems and designs a strategic plan to address them. The Traffic Services Sergeant helped to develop a standard template for the districts to use which enabled them to determine where and what type of crashes were occurring locally. Based on this information, districts designed strategies to address their specific problems.

Highlights of MSP block grant funded activity is provided below.

- In November 2001, the Metro North Post participated in Operation Bottleneck to address the severe traffic congestion at the intersection of I-696 and I-75. They patrolled this area heavily for a one-week period of time, to let the motorists know that they would be out on a regular basis and aggressively enforcing the traffic laws, in an effort to permanently change driver behavior.

- In November and December of 2001, the Richmond Post worked the M-59 Compliance project to address citizen complaints and to address the increased traffic volume in residential and business districts which was causing an increase in traffic hazards and crashes. The patrols were scheduled during high volume times.
- In November 2001, the White Pigeon Post worked the Three Rivers Selective Enforcement Zone. This project addressed the increased traffic on U.S. 131 in Three Rivers due to high business development along U.S. 131, and additions of major stores.
- In January 2002, the Houghton Lake Post worked Tip-Up Town enforcement. The Tip-Up Town Festival (winter carnival/ice fishing) is the largest of its kind in Michigan. The enforcement addressed the increased traffic due to the festival, and the numerous alcohol violations that stem from it.

In total, the block grants produced the following from 2,300 hours of enforcement overtime: 27 OUIL/OUID citations, 24 felony arrests, 1,325 speeding citations, and over 1,000 safety belt violations.

LAW ENFORCEMENT LIAISONS

(Sections 410, 402 and 157 Innovative funding)

GOAL

Obtain the assistance of part-time, active duty law enforcement officers to assist the Police Traffic Services, Occupant Protection and Alcohol program areas with the activities of the network, campaign promotion, grant planning and implementation, programming needs, coordination of enforcement activities and traffic safety training.

SUMMARY

OHSP's law enforcement liaison (LEL) program is led by one officer who assists the network and coordinators in the day-to-day activities as needed. The liaison provides assistance to the OHSP enforcement program managers for many of the grant-related activities. As the lead liaison, this position serves as the contact point for the other LELs and provides technical assistance to the grantees. Having a liaison in the field has provided OHSP with valuable information on grant strategies and implementation. Because of his expertise in training and media events, location selection and contacts, the lead liaison is often called upon to assist OHSP for media events.

During FY2002, the lead liaison position assisted with the development of grants for all counties, helped direct the activities of the other liaisons and the May mobilization plan, and assisted with the hiring and training of the 403 LEL. This position has also been instrumental in getting two more

BATmobiles equipped in the state. Working with the Michigan State Police liaison, he has assured a coordinated effort is taking place out in the field with the state, local and county officers working toward a unified enforcement approach.

The lead liaison had responsibility to develop the training, Conducting Complete Traffic Stops, for Michigan. Because increased attention was needed to develop the May mobilization, this activity was suspended. The program will be conducted in FY03. The course did receive approval from the Michigan Commission on Law Enforcement Standards (MCOLES).

In addition to the lead liaison, OHSP has four additional field liaisons. The law enforcement liaisons have been of valuable assistance to the law enforcement grantees and OHSP program staff. They have handled numerous technical questions from the grantees and ensured progress reports have been completed and submitted to OHSP by the deadline. The liaisons are able to provide solutions for grantees when they encounter staffing or program challenges because they have both practical law enforcement experience and previous grant project director experience. The liaisons can provide a perspective for the grantees that they have gained from attending workshops and national conferences where they have networked with other states' liaisons.

Throughout the past year, the liaisons have made contact with the grantees at least once a month to ensure that the grantees are on track and to answer any questions or concerns they might have. During the summer of 2002, they assisted with grant development and strategic plan development for the FY03 enforcement grants.

The liaisons attended a number of conferences held within the state. These conferences provided them the opportunity to network with law enforcement officers across the state and acquire training.

RESULTS

Grantees are gaining a very good understanding of the OHSP goals and programs due to the efforts of this team. The progress reports have improved in content and timeliness since having this program in place. The liaisons are able to provide valuable guidance and feedback in order to obtain the information needed to write reports.

In the fall of 2001, OHSP tried a new approach to encourage greater participation by law enforcement during the mobilizations. OHSP sponsored a grantee only challenge that was developed by the liaison team. This activity garnered great activities at the local level and involved every agency that received grant funding. The winners, four agencies, each received traffic safety equipment as an award. The lead agency (the agency that coordinated the grant) received the top prize of a laser device and all member agencies received radar equipment. This type of challenge seemed quite successful in that all participants received

prizes for a 'team' effort, not just one agency in the grant. The liaison team researched, developed, marketed and judged the program.

Throughout the summer months, the lead liaison directed the activities of the field liaisons. Together they developed a new and improved law enforcement challenge that will be unveiled at the start of the new fiscal year. This project took many hours and overcame several obstacles. The liaisons gathered information from other states, obtained input from NHTSA and based on their knowledge of Michigan's law enforcement, designed an outstanding plan for law enforcement agencies which choose to participate in the four mobilizations.

Due to the extensive knowledge of the OHSP lead liaison, he was chosen to assist the law enforcement leadership team in conducting leadership meetings. He was part of the team consisting of MSP, MACP, and MSA leaders who canvassed five of Michigan's largest grant funded counties in an effort to raise the safety belt use rate. His knowledge was critical to field questions about OHSP, the grant process, the importance of enforcing the safety belt law, and also to provide information back to OHSP on how to improve its programs. This experience has provided valuable information to the agency on ways to motivate law enforcement in the future.

The lead liaison provides training on a frequent basis, of late, to the prosecuting attorneys association. These attorneys are interested in learning about the standardized field sobriety tests and their impact and validity. The liaison is a trained instructor and has extensive knowledge and experience in this area.



Dr. Jeff Runge, Administrator of the National Highway Traffic Safety Administration, addresses a luncheon gathering at the Michigan Traffic Safety Summit in April as a keynote speaker.

TRAINING

(Section 402 funding)

GOAL

To maximize traffic enforcement effectiveness and implement recommendations of the PTS assessment.

SUMMARY/RESULT

The Secondary Road Patrol (SRP) training conference was held for the first time in conjunction with the state's annual Traffic Safety Summit. Over 120 law enforcement officers as well as the 300 people attending the Summit attended this year's training. Several officers assist OHSP in the planning of the agenda for the training so that it presents topics of interest for the officers.

OHSP combined the FY03 grant orientation meeting with the Drive Michigan Safely Task Force recognition for the first time this year. OHSP presented the lead agencies and their cooperative agency partners with plaques and certificates at a recognition luncheon. The format will be evaluated prior to conducting next year's program.

The PTS assessment continues to guide the majority of the programming at OHSP. Many of the recommendations provided by the assessment have been implemented and several are ongoing projects. The assessment strongly recommended that the leadership component of law enforcement become very active. Since that time, OHSP has strived to include leadership in every activity affecting enforcement strategies.

OHSP conducted a law enforcement leadership workshop at the Michigan Association of Chiefs of Police winter meeting in February 2002. The purpose of this workshop was to inform and educate Michigan's law enforcement leaders about the state's upcoming enforcement strategy and in particular, raising the safety belt usage rate for Michigan. Speakers from the national sheriff's association, NHTSA and the Michigan State Police presented at the workshop. Information was shared about the nation's priority for raising safety belt use and other state's strategies for reaching high use rates.

As a follow up to that meeting, OHSP convened a meeting in March 2002. Again, using a NHTSA model of including all affected partners, OHSP met with the MACP, MSA, MSP leadership and the Motor Carrier Division, all of whom have interest in this priority. Several recommendations were made which OHSP will be working to implement in the coming months. Their suggestions included more information and education for law enforcement by way of materials, personal meetings, incentives, and, motivation to engage their full participation to enforce Michigan's safety belt laws.

As a result of the leadership team meetings conducted during the summer, the Labor Day enforcement results were outstanding. Safety belt use made its way back to 82.9 percent. As a result, the leadership meetings will continue through early fall and into the November mobilization period. It appears the meetings played a great part in both relaying and gathering information and the long-term results will be reflected in higher belt use.

POLICE TRAFFIC SERVICES ASSESSMENT

The Police Traffic Services (PTS) network helps to direct the state's law enforcement priorities in partnership with the Michigan Association of Chiefs of Police (MACP), the Michigan Sheriffs' Association (MSA) and the Michigan State Police (MSP). The MACP serves as the chair of the Law Enforcement Traffic Safety Committee. This committee consults with OHSP on the direction of the PTS portion of the highway safety plan. OHSP meets with this group on a continuous basis to accomplish the goals of the program, to reduce impaired driving and to increase the state's safety belt use rate.

BICYCLE SAFETY

BICYCLE SAFETY

(Section 402 funding)

GOAL

Update the information that is currently available on bicycle helmet use, barriers to helmet use and programs currently in place promoting helmet use.

SUMMARY

A project was initiated by the Michigan Department of Community Health to assess the state's bicycle safety program and results to date. Existing data on bicycle crashes and bicycle-related injuries and deaths were compiled.

A phone survey was conducted to gather information on the reasons people do not use bicycle helmets and to identify factors that would motivate them to change their behavior. A bicycle helmet observation survey was conducted to assess

the current status of bicycle helmet use by various age groups and other demographic factors. Existing bicycle safety programs were identified.

RESULTS

The resulting assessment provided valuable insights.

- Law enforcement agencies, including Michigan State Police, were most often cited as primary partners or collaborators on planning and delivery of bicycle safety programs. The other most frequent responses were health care organizations/health professionals, schools, business organizations, the Family Independence Agency, and fire departments.
- Safe Kids and other types of grants were the primary sources of funding for programs followed by donations.
- Distribution of bicycle helmets and numbers in attendance at programs were most often used as measures of success of programs, followed by pre- and post-test and various surveys.

- A variety of media and advertising were used in programming, with print media, radio public service announcements and posters/flyers most often mentioned.

Helmet use observations were conducted. Of the 807 observations, 355 individuals or 44 percent were wearing bicycle helmets and approximately 62 percent of those wearing helmets were wearing them correctly. One hundred and two individuals were estimated to be under 10 years of age, 54 percent were observed to be wearing helmets whereas 42.6 percent of the group estimated to be 11 years of age and older were wearing helmets. More women wore helmets, however, men used them correctly more often.

Several factors about why people do not wear helmets emerged during discussion groups. Helmets were almost uniformly viewed as negative, using such words as dorky, uncomfortable, painful, not cool, ugly, funny looking, and hot. The recommendations of the assessment will be examined in FY03 and an action plan developed.

TRAFFIC RECORDS

TRAFFIC CRASH FACTS

(Section 402 funding)

GOAL

Provide traffic safety partners with accurate and timely traffic crash data for the year 2000.

SUMMARY

Based on feedback from traffic safety partners, the previous two-volume printed book of traffic crash facts was not produced. Instead a condensed book was printed containing only summary crash statistics. Graphs and charts containing more detailed traffic crash statistics were provided on a compact disc and made available via the Internet.

RESULTS

Over 500 Traffic Crash Fact Books and over 400 Traffic Crash compact discs were produced and distributed. Positive feedback has been received on the new format and distribution method for the crash facts. In addition, there has been an increase in the use of the electronically based information (CD and/or web site).

CRASH DATA ANALYSIS TOOL

GOAL

Improve an existing traffic crash analysis program for use by law enforcement and other local agencies.

SUMMARY

Development of this project did not proceed as planned in FY2002 due to OHSP's participation in and the development of additional traffic crash projects that would ultimately achieve this same goal. The two projects in particular are the Crash Process Redesign project and the Law Enforcement Agency Management System (LEAMS).

In FY2003, OHSP will provide Section 411 funding for the Crash Process Redesign project and Section 157 Incentive Funding for the development of the Traffic Crash Module for LEAMS.

COMMUNITY TRAFFIC SAFETY PROGRAMS

SAFE COMMUNITIES TECHNICAL ASSISTANCE

(Section 402 funding)

GOAL

To provide assistance, consultation and training to the Safe Communities (SC) program.

SUMMARY

The Assessing Community Traffic Safety (ACTS) software was enhanced to revise the injury data from 1995-99 to 1996-2000 for all 83 Michigan counties.

The OHSP web site was updated with the following:

- A link to Michigan's *Click it or Ticket* campaign was added and information on resources, materials and current events were displayed on the site.
- The Older Driver Tool Kit was added and the PowerPoint presentation on this subject was updated during the third quarter of the fiscal year.
- New sections were added to assist communities with their action plans.
- The Michigan Directory page was enhanced.
- Based on feedback from communities and the SC Resource Consultants, a new section was added to the website to assist communities in understanding the Safe Community process.
- The Safe Community mission statement was added to the home page along with a PowerPoint presentation on "Creating Traffic Safety Campaigns."

Technical assistance was provided on implementing the steps in the SC strategic plan. Materials were prepared and presentations were conducted for SC meetings, conference workshops and training sessions to support the SC program. Technical assistance and presentations were conducted at the NHTSA Region V SC Conference in March 2002.

Strategic plans were developed for two learning laboratory projects in Allegan and St. Clair counties. The learning laboratories are locations that will serve as model programs and provide an opportunity for members of other Safe Community Coalitions from the region to develop their knowledge and skills about implementing Safe Community programs. In April 2002, technical assistance was provided to core members from the learning lab located in Allegan County. Recommendations were made on the coalition committee structure and an outline of next steps for the project. During the last quarter, assistance was given to the St. Clair Learning Lab by making a keynote address to the St. Clair County Human Services Collaborating Body. This safe community presentation was a "kick-off" for the safe community learning laboratory program and was well attended with over 40 members representing various disciplines.

During the third quarter, assistance was provided to the S.C. team to plan and conduct two S.C. mini conferences. Approximately 60 participants were involved in these two training conferences.

SAFE COMMUNITY COORDINATION

(Section 402 Funding)

GOAL

Maintain the existing Safe Community projects using outside resources as directed in the strategic plan.

SUMMARY/RESULTS

Safe Community Resource Consultants (SCRC) Activity

- A total of 81 site visits were made to Safe Communities by these consultants. Fifty-four site visits were made to coalitions to assist them through the ACTS process and to provide guidance with injury prevention programming.
- A safe community mission statement was developed, "To build community capacity for developing traffic safety assets through implementing safe community injury prevention strategies."
- During the fourth quarter, resource consultants were trained on delivering the "Michigan NETS guide to Traffic Safety." This presentation was created for use by resource consultants to deliver a uniform message to coalition groups and employers on the importance of creating safe driving programs in the workplace.

Prevention Network Safe Community Coordinator Activity

- A list-serve was developed for SC coalitions and others to increase communication and contact.
- A Michigan SC directory with a map/contact list was developed which included OHSP's Spotlight, Party Patrols, and Drive Michigan Safely Task Force agencies for the SCRC's, the SC team and OHSP's law enforcement liaisons.
- A checklist and guidelines were developed to assist coalition coordinators in understanding the SC process.
- A bi-monthly S.C. Resource Consultant training was planned and implemented.
- A survey was conducted of Safe Communities coalitions and the feedback used to plan two mini-conferences. These mini-conferences were conducted in June 2002. A total of 41 representatives from local coalitions throughout the state attended the conferences. Feedback from evaluations indicated they valued the information presented and the opportunity to network and learn from each other.

REGIONAL SUPPORT

(Section 402 funding)

GOAL

Provide funding to safe community coalitions to assist them in addressing traffic safety assets/deficits identified in the ACTS data.

SUMMARY

The following is a brief summary of the funding provided to Michigan's safe community coalitions during FY2002:

- The City of Sturgis has a large Hispanic population. Car seat inspection programs and education workshops were held for parents. The coalition distributed 67 copies of the "Neighborhood Networks Guide" to interested community members.
- All SC coalitions (4) in Detroit are working on community safety belt programs to increase usage. Children's Hospital of Michigan is the fifth coalition in Wayne County to complete the ACTS survey.
- Friends of Parkside Coalition in Detroit participated in the 3rd annual Community Safety Fair held in June 2002. Highlights of the event included child safety seat checks, the safety belt convincer, and a bicycle helmet demo by the Detroit Police Department. Prior to this fair, eight teens completed the four-day training to become child passenger safety technicians. Additional work is being conducted by this coalition. They are working with the Detroit Engineering Department to discuss roadway problems and solutions on various traffic safety issues brought to light through a community survey.
- Gratiot Woods Coalition participated in the 2nd Annual Safety Fair that occurred in July 2002. The focus of the fair was safety belt use. AAA MICHIGAN, the Traffic Safety Association-Detroit office and the Detroit Health Department provided information on the benefits of safety belt use to approximately 300 attendees. This coalition is also forming a traffic safety resource library and developing a traffic-calming program.
- Detroit's Learning for Life Coalition continues its work by providing belt presentations in Detroit area schools. A recent survey of students ages 15 to 18 resulted in a usage rate of 65 percent with 40 percent indicating that they actively encourage passengers to buckle-up.
- The 11th Precinct Coalition expanded efforts to include seven additional precincts on the East Side of Detroit to become involved in increasing safety belt use. A safety belt promotion in the schools of each of these precincts began in May 2002. Detroit officers visited 129 schools and made presentations to a total of over 85,000 students. These seven precincts are in the process of completing the ACTS survey and becoming Safe Communities.
- In St. Clair County, a child car seat voucher program was implemented in December 2001. The program was presented to community groups. A two-day car seat inspection training took place in May 2002. Thirteen individuals completed the training. In November 2001, six individuals successfully completed an additional two-day training to become "Certified Technicians." Six community car seat inspections took place during the fiscal year resulting in a total of 410 child safety seat inspections. Results from these inspections revealed that 373 child safety seats were installed incorrectly and 256 new child seats were distributed. A car seat voucher project began to provide individual car seat inspections for families who are low income, homeless, or have other circumstances that prevent them from purchasing a seat. The project has been very successful. During the fiscal year, 103 referrals were made, 80 inspections completed and 79 car seats distributed. A community education campaign focusing on underage drinking was also implemented during the fiscal year.
- The Traffic Safety Association in Macomb County implemented an awareness campaign to apprise the general public of the dangers of underage drinking. The association invited all Macomb County high schools to participate in Project Awareness. Seventeen high schools participated involving 350 students. Working with the Safe Communities in that county, four bicycle safety events were held to increase awareness of bicycles safety rules and the value of helmet use among young riders. Through partnerships with local businesses and service clubs, 318 bicycle helmets were given to eligible kids.
- Genesee County supported law enforcement's effort to educate the public on traffic issues by providing educational materials to businesses and community-based prevention organizations within the county. Materials were distributed to parents and families at numerous safety events, health fairs and community events.
- In Oakland County, an alcohol awareness video was developed that targets teen drinking and driving. The video and discussion guide was distributed to law enforcement agencies, schools, driver education programs and traffic safety officers.
- The Grand Traverse Bay Area Safe Communities continued an existing campaign, "Safe Driving Starts with Me." This project is a public information and awareness campaign designed to address various traffic safety issues with a variety of safe driving messages. The intent of the consistent messaging is to reach a broad target group with varied traffic safety issues promoting responsible driving habits. Additional promotional materials were ordered and approximately 10,000 pieces were distributed.

WORKPLACE TRAFFIC SAFETY

(Section 402 funding)

GOAL

Target and recruit the employer community in Michigan to assist in promoting safe driving on Michigan's roadways.

SUMMARY

Currently there are 14 members on the Network of Employers for Traffic Safety (NETS) Advisory Council. They are as follows:

1. Kellogg Sales Company
2. Pharmacia, Inc.
3. AAA Michigan
4. Traffic Safety Association of Michigan
5. Detroit Edison
- 6,7,8. United Parcel Service
(three members)
9. General Motors
10. Consumers Energy
11. Medical Education & Research Center
12. Pridgeon & Clay, Inc.
13. Spartan Stores
14. Autoliv



One of the goals for the year was to expand the membership and functions of the Advisory Council. Meetings are generally held on a quarterly basis.

A new training guide has been under development, "Michigan NETS Guide to Traffic Safety." The purpose of this guide is to allow other personnel in the traffic safety community to deliver a basic and consistent message to employer commu-

nities utilizing the NETS philosophy. This presentation is a "pitch piece" that engages and interests the audience and recruits their participation. Safe Community Resource Consultants and others including members of our NETS Advisory Council will deliver presentations to employers in the state. Additional NETS training opportunities focusing on involving employers in Safe Communities were also made to Community Injury Prevention Officers (CIPO).

The NETStalk and the Corporate Outreach Annual Report were converted to an electronic format. The NETStalk newsletter continues to be published on a quarterly basis. Fall, spring and summer issues were published on schedule and distributed to the NETS membership. Currently all issues are posted to the NETS website located at www.michnets.org.

RESULTS

Five new members were added to the advisory council: AAA Michigan of Dearborn, UPS-Detroit Metro Region, Consumers Energy of Jackson, Pridgeon & Clay, Inc. of Grand Rapids and Autoliv of Auburn Hills.

In November 2001, February 2002, June 2002 and August 2002 Safe Community Resource Consultants received quarterly training which included the importance of developing business partners in community coalitions through NETS.

A NETS presentation was made to approximately 15 Community Injury Prevention Officers (CIPO) in December 2001.

The fall, winter and spring issues of the NETStalk newsletters were distributed to the NETS membership. The Corporate Outreach Annual Report was mailed to all NETS members in March 2002.

Corporate Outreach was responsible for soliciting exhibitors to attend the Michigan Traffic Safety Conference and raising financial support from potential corporate donors. A total of \$24,905 was raised to support the Summit. \$17,350 was donated by 16 corporate sponsors. A total of 35 exhibitors (20 for-profit and 15 non-profit) attended the conference and contributed \$7,555 in registration fees. Eleven businesses also donated 30 door prizes.

DRIVE MICHIGAN SAFELY TASK FORCE

(Sections 402 and 157 funding)

GOAL

Special traffic enforcement periods are the cornerstone of OHSP strategies to improve safety belt use and reduce alcohol-related deaths. However, these efforts are only successful when accompanied by high visibility publicity campaigns. An essential component of each enforcement period is earned media, the term used for generating news coverage. Earned media builds general awareness of enforcement but often fails to reach essential subsets of the population, particularly young men who are most likely to engage in risk-taking behaviors. To fill this void, paid advertising coincided with each mobilization to encourage compliance with safety belt and drunk-driving laws.

SUMMARY

OHSP called upon a major public relations agency to coordinate the sizable tasks of spearheading earned media efforts and securing paid advertising for the task force-wide enforcement periods. At the start of the fiscal year the agency was charged with providing law enforcement grantees with "template" media materials to assist with promoting enforcement efforts locally. These included sample news releases, public service announcement scripts, podium signs, and stickers. In addition, Task Force agencies were supplied with materials to publicize enforcement locally using banners, patrol car magnets, and posters for *Click it or Ticket* and *You Drink & Drive. You Lose*. Other support items included pens, static clings and patrol car front license plates.

The majority of the agency's earned media activities focused on generating attention for the enforcement mobilizations. The agency coordinated four statewide media events for mobilizations in December, March, June, and July. OHSP coordinated media activities for the Labor Day phase.

Drive Michigan Safely Task Force Publicity Summary				
Wave	Emphasis	News Stories	Ad value	Paid Advertising
December 2001	Drunk driving	28	\$68,932.94	0
March 2002	Safety belts	30	\$29,565.04	\$175,127.16
May/June 2002	Safety belts	134	\$80,298.46	\$637,876.57
July 2002	Drunk driving	32	\$26,300.23	\$24,991.00
August 2002	Safety belts	101	\$52,488.50	\$496,997.60
Totals		325	\$257,585.17	\$1,334,992.33

RESULTS

Over the year, there were 325 print, radio and television news stories worth \$257,585.17 in paid advertising.

DECEMBER 2001 – YOU DRINK & DRIVE. YOU LOSE. NEWS EVENT

SUMMARY

A patrol car and a taxi cab served as the backdrop for a December event to launch a statewide holiday crackdown on drunk drivers. Law enforcement officers, a cab company representative, and media gathered at a car dealership in Lansing to showcase the event's theme—choose the safe way home or face the consequences. During the news conference, speakers introduced cab cards that were available at popular Lansing nightclubs. The cards offered discounted cab rides to patrons who opted to take advantage of the safe ride home after they had been drinking.

RESULTS

The news event spurred 28 print, radio, and television news stories around the state worth \$68,932.94 in paid advertising. No paid advertising was purchased for this mobilization.

MARCH 2002 – CLICK IT OR TICKET NEWS EVENT

SUMMARY

Focusing on the two-year anniversary of Michigan's standard enforcement safety belt law, officers gathered at the State Capitol in Lansing to kickoff a spring safety belt



Law enforcement officials and traffic safety supporters spoke of the positive results of Michigan's standard enforcement safety belt law during a news conference in March at the State Capitol.

enforcement wave. The state's primary enforcement law took effect March 10, 2000. From March 2000 to December 2000, the state saw a drop of 76 traffic fatalities.

RESULTS

The news event generated 30 print, radio, and television news stories around the state worth \$29,565.04 in paid advertising. This enforcement wave was supported by an advertising buy of \$175,127.16 for radio and billboards in media markets where Task Force activity was concentrated.

MEMORIAL DAY 2002 – *CLICK IT OR TICKET* NEWS EVENT

SUMMARY

A major news event took place at the General Motors Technical Center in Warren. Speakers included Annette



Annette Sandberg, Deputy Administrator with the National Highway Traffic Safety Administration, is interviewed by a reporter during the Memorial Day Click it or Ticket enforcement kickoff event.

Sandberg, deputy administrator of the National Highway Traffic Safety Administration; Bob Lange, GM's head of vehicle safety; and ranking law enforcement officials. The media event and promotional activities included partners AAA Michigan and Travel Michigan, who in-

cluded safety messages in their travel announcements for the weekend.

Additional news events took place in Grand Rapids, Flint, Marquette, Traverse City, and Sault Ste. Marie to boost media coverage and motorist awareness.

To support the Memorial Day mobilization, new television and radio spots were developed for the paid media campaign. The television spot made clear that increased enforcement was taking place, with a strong emphasis on the message. The radio spot complemented the TV spot and reinforced its message.

RESULTS

Earned media efforts netted 134 print, radio and television news stories around the state worth \$80,298.46 in paid advertising. This enforcement blitz included a strong paid advertising presence. More than \$600,000 was devoted to paid advertising for billboards, radio, television, and cable advertising targeting young men and minority audiences in Wayne County.

Oak Park to announce the new cameras as well as a statewide enforcement crackdown on drunk drivers. Law enforcement officials were joined by a local MADD representative, who spoke of the loss of her teenage son who was killed by a repeat drunk driving offender.

RESULTS

The news event spurred 32 print, radio, and television news stories around the state worth \$26,300.23 in paid advertising. Along with earned media, this enforcement period was supported with \$24,991 in paid radio advertising. In mid-July, OHSP received results of a safety belt use survey following the Memorial Day mobilization. The surprising news: safety belt use had fallen to 80 percent, from 82.3 percent in 2001. Based on this information, work quickly began to implement a high-visibility enforcement push for the Labor Day period, when a second statewide belt use survey would be conducted.



Banners are used frequently to make communities aware of increased enforcement periods.

AUGUST/LABOR DAY – *CLICK IT OR TICKET* NEWS EVENT

SUMMARY

Based on the findings from the July wave, changes were made to August enforcement and publicity plans. Law enforcement agencies agreed to move their traffic patrols to the last two weeks of the month, leading up to Labor Day weekend. In addition, news events took shape in three different locations to build awareness of "zero tolerance" enforcement that would focus on the last big travel weekend of the summer.

Earned media efforts began in mid-August, with the release of a state-wide telephone survey that revealed most motorists don't know when and where fatalities are most likely to occur, reinforcing the need for safety belt use during the summer. That same week, a "back to school" news release, with an emphasis on safety belt use, was sent to weekly papers and radio stations.

In late August, OHSP worked with radio station WDTJ in Detroit to secure promotional opportunities to promote the *Click it or Ticket* message. The station plays a hip hop format and holds strong appeal to young, African-American men, a key group for increasing safety belt use.

JULY – YOU DRINK & DRIVE. YOU LOSE. NEWS EVENT

SUMMARY

More than 100 new in-car video cameras were added to the Michigan State Police fleet to bolster drunk driving efforts for the July mobilization. Detroit-area law enforcement officers gathered at the Michigan State Police Metro North Post in

Click it or Ticket was part of a live remote with the station in Detroit as part of its "Cut for Kids" promotion. Free haircuts were available for students getting ready to go back to school. *Click it or Ticket* pencils were handed out as well as litterbags. A Michigan State Police sergeant was interviewed on air for this important audience about safety belt use and zero tolerance enforcement.

A few days later, *Click it or Ticket* was featured during the Motor City Talent Exposition at the Northwest Activity Center in Detroit. The event featured local hip hop, R&B groups, and jazz musicians. The talent show host promoted safety belt use and safe driving throughout the evening.

Just prior to Labor Day weekend, news events took place at the Kalamazoo Speedway, a Detroit intersection, and the State Capitol. In Detroit, prominent Detroiters joined law enforcement to talk about the importance of safety belt use and strict enforcement. At the Speedway, a race car driver joined law enforcement to talk about the importance of wearing safety belts. The next day, on the steps of the Capitol, law enforcement and emergency doctors again drove home the message of safety belt use and increased enforcement.

RESULTS

The news events generated 101 print, radio, and television news stories around the state worth \$52,488.50 in paid advertising. This enforcement period was supported by \$496,997.60 in paid advertising for television, cable, radio and billboards.

WAYNE COUNTY TARGET AUDIENCES

GOAL

Safety belt education efforts are not complete without plans to reach out to special populations with unique needs, especially African Americans, Hispanic/Latinos, and Arab Americans. OHSP plans include expanding and growing outreach efforts in Wayne County. When the state's safety belt law changed in 2000, a Wayne County Safety Belt Coalition was established to ensure county residents were fully aware of the new law before it took effect and to encourage compliance. OHSP wanted to build on the coalition's initial interest in promoting safety belt use during the law change and use the group's expertise and insight to develop campaigns and delivery vehicles that appealed to these distinct groups.

SUMMARY

To assist with outreach to minority and ethnic groups, the DMSTF public relations agency provided its expertise to this specialized earned media and publicity challenge. The agency developed plans to work with minority and ethnic groups in Wayne County to increase understanding for the need to wear safety belts and awareness of increased enforcement periods.

In February 2002, Wayne County law enforcement agencies participated in a countywide safety belt enforcement wave. To help build awareness of the enforcement, the public relations agency worked to garner significant coverage of safety belt issues in minority media outlets, including newspapers, radio, and television.

Along with media outreach, the contractor has organized "street teams" and hired minority subcontractors to work in the African American, Arab American and Hispanic/Latino-American communities. This involved distributing *Click it or Ticket* materials to 18-34-year-olds in their respective communities during the summer enforcement periods.

Throughout the summer, baseball and soccer leagues were targeted as well as places of worship within the Arab-American communities, as a way to reach residents. Local grocery stores are places to socialize for many Hispanic/Latinos and were a key distribution point for *Click it or Ticket* materials. Further, several ads were run in minority papers.

During the summer of 2002, the Wayne County Safety Belt coalition told us that the message they had previously developed, "Freedom has its limits," has not been well received in the communities, especially since the terrorist attacks on September 11, 2001. As a result, OHSP decided to develop new, specific safety belt messages for the African-American community, Hispanic/Latino community, and the Arab-American communities and professionally focus group test these messages for each group.

RESULTS

Focusing on minority media outlets in February 2002, the ad agency was able to garner coverage with an estimated value of \$25,000 in paid advertising.

Over Memorial Day weekend 2002, the street teams and subcontractors reached more than 10,000 people. This was done by going to nightclubs and teaming up with a local radio station and area DJs to announce details of the program through evenings at popular clubs.

ADDRESSING DIVERSITY ISSUES

OHSP became aware that earlier educational traffic safety messages did not work for the diverse population in Michigan. During FY2002, the Wayne County coalition was again approached for assistance in specific program development. This effort to develop unique programs that resonate within specific populations began with focus groups in the Arab/Chaldean, Hispanic/Latino and African American populations. Development of these messages will be continued into FY2003. In addition, the work of the coalitions within these population areas will investigate appropriate messages and unique strategies for educating these diverse populations on traffic safety. OHSP continues to place a priority on developing outreach programs for diverse populations.

PAID ADVERTISING SUMMARY AND EVALUATION

2001-2002 PAID ADVERTISING

SUMMARY

Paid advertising was used on six separate occasions in the fiscal year to support both local and statewide enforcement efforts surrounding safety belt and drunk driving enforcement. Nearly \$1.4 million was dedicated to paid advertising, the vast majority directed at safety belt enforcement efforts. With stations airing additional spots at no charge, the value of the advertising campaign was more than \$1.5 million.

Certainly, earned media efforts continue to successfully generate news stories and serve to inform the general population regarding increased enforcement periods. However, news stories and news programs are most frequently read and watched by older, more educated adults who are most likely to buckle up. Even increased news coverage will not likely penetrate the hard-to-reach audience of young men.

Public service announcements, while useful, are difficult to get played with any frequency. Reports of airplay are sporadic and sometimes anecdotal. Efforts to follow up directly with media glean very little concrete reporting of whether or not these ads have been played. Because there is no exchange of funds, public service directors are not obliged to report when ads are played and are also hard-pressed for time to do so.

In 1999, OHSP paid an ad agency to follow up with public service announcements sent out for the Ted Nugent Don't be Roadkill campaign. Eleven stations expressed interest in the

PSAs but did not provide any follow-up documentation about airplay they may have received. During that same year, the Michigan Association of Broadcasters provided follow up and reported that over the course of the entire year, approximately 100 airings only in outstate, small stations. Airtime was minimal and so was the audience reached.

This fiscal year, OHSP attempted to get donated radio time for its part-time belt user campaign through an agency. The radio PSAs were aired on 39 different stations for an ad value of \$153,750. Donated billboards generated 18,213,600 impressions at an estimated ad value of more than \$35,000. Much of the firm's success was due to their established relationships with the radio stations and advertising buys they were placing on behalf of other clients.

Public service ads are often placed when inventory is greatest, and when audiences are small. So, even successful public service campaigns are challenged to achieve behavior change.

Paid advertising guarantees messages will be played on stations that appeal to the target group. Advertising programming was selected based on its ability to reach young men, who are least likely to buckle up. In addition, advertising messages stressed increased strict enforcement.

The majority of the advertising centered on statewide and national enforcement mobilizations. In addition, paid advertising was conducted in October of 2001 and February 2002 for Wayne County safety belt enforcement periods. It consisted of radio advertising only.

Advertising aimed at young men

Wave	Emphasis	Medium(s)	# Spots	Reach	Budget
October 2001 <i>Value added</i>	Safety belts	Radio	255 76	82%	\$32,434.30 \$7,384.50
February 2002 <i>Value added</i>	Safety belts	Radio	275 65	82%	\$32,257.25 \$7,030.00
March 2002 <i>Value added</i>	Safety belts	Radio, outdoor	1,252 224	N/A	\$176,075.80 \$6,500.00
May/June 2002 <i>Value added</i>	Safety belts	Radio, TV, cable, outdoor	4,177 1,152	N/A	\$637,876.57 \$71,820.00
July 2002 <i>Value added</i>	Drunk driving	Radio	480 114	N/A	\$24,991.00 \$7,130.00
August 2002 <i>Value added</i>	Safety belts	Radio, TV, cable, outdoor	3,243 617	N/A	\$496,997.60 \$80,906.50
Total paid			9,682		\$1,400,632.52
Total value added			2,248		\$180,771.00
Totals			11,930		\$1,581,403.52

<i>October 2001 – Wayne County/Detroit, Men 21-34, radio – Safety Belts “Freedom has its limits and Oh Daddy spots”</i>					
Market	Reach	Frequency	Total GRPs	Spot Total	Net Cost
African American	82%	8.0	656.1	213	\$30,672.25
Arab American	N/A	N/A	N/A	30	\$1,530.00
Hispanic	N/A	N/A	N/A	12	\$232.05
Total				255	\$32,434.30
Value added				76	\$7,384.50
Total paid, value added				331	\$39,818.80

<i>February 2002 – Wayne County/Detroit, Men 21-34, radio – Safety Belts “Good driver spot”</i>					
Market	Reach	Frequency	Total GRPs	Spot Total	Net Cost
African American	60.4%	5.3	320	235	\$32,330.00
Arab American	N/A	N/A	N/A	30	\$1,530.00
Hispanic	N/A	N/A	N/A	10	\$255.00
Total				275	\$34,115.00
Value added				65	\$7,030.00
Total paid, value added				340	\$41,145.00

<i>March 2002 – Drive Michigan Safely Task Force Counties, Men 18-30 RADIO – “Oh Daddy spot” safety belt enforcement</i>					
Market	Reach	Frequency	Total GRPs	Spot Total	Net Cost
Battle Creek	29.1%	3.8	110.5	48	\$1,309.00
Detroit + Interlink	34.1%	5.8	197.8	207	\$22,338.00
Flint	39.9%	5.0	199.6	143	\$3,948.25
Grand Rapids	37.7%	4.3	162.2	88	\$4,536.45
Kalamazoo	26.2%	3.4	89.0	28	\$1,674.50
Lansing	48.8%	4.3	209.8	110	\$3,289.50
Saginaw	41.6%	5.0	208.2	71	\$3,417.00
Total				695	\$40,512.70
Value added				63	\$3,780.00
				758	\$44,292.70

March 2002 – Drive Michigan Safely Task Force Counties, Men 18-30 – Safety Belts OUTDOOR			
Market	Posters	Bulletins	Net Total
Metro Detroit	52	6	\$48,450.00
Kent, Ottawa, Muskegon	15	3	\$15,937.50
Flint/Genesee	15	3	\$15,937.50
Fringe Counties	0	11	\$19,635.00
TOTAL			\$99,960.00

May/June 2002 – Drive Michigan Safely Task Force Counties, Men 18-30 RADIO – Click it or Ticket enforcement spot					
Market	Reach	Frequency	Total GRPs	Spot Total	Net Cost
Battle Creek	50.3%	5.1	256.6	107	\$1,309.00
Detroit	39.5%	5.9	232.8	182	\$22,284.00
Flint	52.6%	4.8	252.6	180	\$3,961.00
Grand Rapids	47.3%	5.0	236.4	162	\$4,738.75
Kalamazoo	48.1%	4.6	221.3	106	\$1,666.00
Lansing	52.2%	4.1	214.0	139	\$3,850.50
Saginaw	53.5%	5.0	267.6	121	\$3,489.25
Total				997	\$41,298.50
Value added				112	\$4,950.00
Total paid, value added				1,109	\$46,248.50

May 2002 – Drive Michigan Safely Task Force Counties, Men 18-34 TV – Click it or Ticket enforcement spot					
Market	Reach	Frequency	Total GRPs	Spot Total	Net Cost
Detroit + Arab TV	88.6%	4.5	398.5	264	\$136,265.50
Flint	91.1%	4.7	428.0	130	\$32,878.00
Grand Rapids	85.8%	3.7	317.5	96	\$52,275.00
Lansing	84.2%	4.7	317.5	157	\$25,160.00
Total				647	\$246,578.50
Value added				200	\$15,000.00
Total paid, value added				847	\$261,578.50

<i>May/June 2002 – Drive Michigan Safely Task Force Counties, Men 18-34</i> <i>Cable – Click it or Ticket enforcement TV spot</i>		
Market	Spot Total	Net Total
Detroit	1,452	\$95,197.00
Flint	341	\$33,320.00
Grand Rapids	312	\$61,880.00
Lansing	428	\$27,608.00
TOTAL	2,533	\$218,005.00
Value added	840	\$51,870.00
Total paid, value added	3,373	\$269,875.00

<i>June/July 2002 – Drive Michigan Safely Task Force Counties, Men 21-34</i> <i>RADIO – “They know” drunk driving spot</i>					
Market	Reach	Frequency	Total GRPs	Spot Total	Net Cost
Detroit	14.9%	1.9	27.6	14	\$12,410.00
Flint	75.2%	6.0	451.1	281	\$8,440.00
Saginaw	56.7%	5.3	300.5	185	\$2,916.00
Total				480	\$23,766.00
Value added				114	\$7,130.00
Total paid, value added				594	\$30,896.00

<i>August 2002 – Drive Michigan Safely Task Force Counties, Men 18-30</i> <i>RADIO – Click it or Ticket enforcement spot</i>					
Market	Reach	Frequency	Total GRPs	Spot Total	Net Cost
Battle Creek	66.7%	6.0	400.0	153	\$1,785.00
Detroit	54.5%	5.5	294.0	257	\$33,524.94
Flint	78.1%	5.9	460.6	318	\$5,950.00
Grand Rapids	54.1%	5.5	297.8	164	\$7,089.00
Kalamazoo	62.1%	4.5	279.6	136	\$2,686.00
Lansing	56.1%	5.4	303.2	154	\$5,772.00
Saginaw	55.9%	6.6	368.7	187	\$5,244.00
Total				1,369	\$62,050.94
Value added				172	\$15,512.75
Total paid, value added				1,541	\$77,563.69

August 2002 – Drive Michigan Safely Task Force Counties, Men 18-30 TV – Click it or Ticket enforcement spot					
Market	Reach	Frequency	Total GRPs	Spot Total	Net Cost
Detroit + Arab TV	79.6%	4.3	342.1	166	\$102,460.00
Flint	79.7%	4.1	326.6	140	\$25,130.00
Grand Rapids	75.2%	3.6	270.7	105	\$44,625.00
Lansing	84.4%	3.7	312.2	134	\$19,890.00
Total				545	\$192,105.00
Value added				27	\$38,421.00
Total paid, value added				572	\$230,526.00

August 2002 – Drive Michigan Safely Task Force Counties, Men 18-34 Cable – Click it or Ticket enforcement TV spot		
Market	Spot Total	Net Total
Detroit	734	\$47,600.00
Flint	204	\$16,150.00
Grand Rapids	159	\$30,813.00
Lansing	232	\$13,328.00
Total	1329	\$107,891.00
Value added	418	\$51,870.00
Total paid, value added	1,747	\$159,761.00

PAID ADVERTISING EVALUATION, ASSESSMENT AND OUTCOMES

Several methods were employed to evaluate the advertising campaigns. OHSP's annual awareness survey indicates the May/June advertising buy reached its target of young men who both heard and remembered the campaign and the safety belt message.

While this annual survey provided valuable information regarding the campaign's ability to reach the target audience and recall of the messaging strategy, a more comprehensive evaluation took place following each wave of safety belt advertising.

A researcher from Michigan State University conducted telephone surveys that probed the campaign more extensively. The researcher looked first at the October 2001 and February 2002 advertising campaigns that emphasized young men and minorities living in Wayne County.

During both Wayne County-focused advertising waves, about three-quarters of the respondents had heard messages

about safety belts. About a third of that group had heard safety belt radio ads. With aided recall, the number of people who heard radio ads jumped to over 40 percent.

Looking more closely at the target groups, males, young adults, minority and non bucklers, safety belt message recall was much greater. Among men, young adults and minorities, 75 percent or more had heard or seen safety belt messages.

The research found that males do not differ from females in exposure to safety belt messages. They are less likely to report being influenced by the radio spots. Young adults are more likely than older adults to see or hear safety belt messages. African American respondents are slightly more likely than whites to be exposed to safety belt messages. Higher proportions also report being influenced by the radio spots.

In addition, the research asked about two different radio spots, and revealed that one was stronger in its appeal than the other. A more straightforward, *Click it or Ticket* spot fared better in ratings than a spot with the message "freedom has its limits."

Following these geographically limited ads buys, three major safety belt advertising periods followed in March, May/June and August of 2002. Surveys were conducted immediately after each wave of message placement with 400 residents.

An average of 42 percent of the public heard radio spots promoting belt buckling, with exposure rising from 38 percent in March to 42 percent in June and 46 percent in August. When an aided recall question was posed, the average exposure figures rise from 42 percent to 48 percent.

Across the three waves, an average of 48 percent of the public had seen billboards promoting safety belt use: 45 percent in March, 44 percent in June and 56 percent in August.

An average of 48 percent saw TV spots, with exposure rising from 41 percent in June to 54 percent in the August phase of the campaign. The average number of spots seen is 4.9 exposure.

In March, 62 percent of all residents heard or saw the safety belt campaign messages on either radio or billboards. When TV was added in June, the overall reach of the campaign increased to 78 percent. The August campaign reached fully 90 percent of all residents.

The slogan *Click it or Ticket* is by far the most widely recalled element of the campaign messages. On average, this is cited by 44 percent of radio spot listeners and 39 percent of billboard viewers.

Most residents evaluate safety belt messages as very or somewhat effective. Positive ratings are given by 87 percent of radio spot listeners, 87 percent of TV spot viewers and 86 percent of those seeing billboards.

The hard-to-reach males under age 30 are slightly higher in exposure than older and female subgroups. They also tend to be more influenced by the messages. This is a further indication that the campaign is succeeding in reaching and influencing key segments of the population.

ROADWAY SAFETY

COUNTERMEASURE EVALUATION (AAA-MICHIGAN ROAD IMPROVEMENT PROJECT)

(Section 402 funding)

GOAL

Improve intersection safety by studying intersections in Detroit and Grand Rapids to provide engineering solutions.

SUMMARY

This is a continuation of the road improvement demonstration project begun several years ago by AAA Michigan. Intersections were specifically selected that did not achieve satisfactory reductions in traffic crashes as a part of the FY01 evaluation project. Specific engineering solution(s) for that corridor or intersection were identified and implemented. Traffic study reports were reviewed and traffic crash analysis was performed for both the 'before' and 'after' periods. This data was then disseminated in various forums to review and receive support for the initiatives.

In addition, an Intersection Safety Advisory Group was established by the Governor's Traffic Safety Advisory Commission. The Intersection Safety Group is working on an action

plan to address this problematic area. The action plan has been approved and the group is in the process of determining how to create a detailed implementation plan in FY03. Results of the AAA-Michigan Road Improvement Project will be used as supporting documentation in the formation of the actual implementation plan.

RESULTS

An interim and final report has been created and distributed. Three cities, four corridors and 61 intersections were studied. Many traffic engineering solutions were implemented including, all-red intervals, replacing all 8" signal heads with 12" signal heads, relocating signal heads to improve visibility, re-pavement of intersection approaches, left turn lanes and left turn phases were installed and on-street parking in close proximity of an intersection was eliminated.

The before and after data studies showed significant reductions in traffic crashes and injuries sustained in a traffic crash. The Detroit intersections studied showed a 39 percent decrease in crashes and a 56 percent decrease in injury crashes. The Grand Rapids intersections studied showed a 17 percent decrease in crashes and an 11 percent decrease in injury crashes. In addition, the net economic savings based on these improvements exceed \$7 million over a 2 year period and \$50 million over a 15 year period.

TRAFFIC CRASH RECORDS REDESIGN PROJECT

Plans to implement the recommendations resulting from the assessment of Michigan's traffic crash data system in August 2001 continued to move forward during FY2002. The project, known as Crash Process Redesign (CPR), continues to be implemented in partnership with the Michigan Department of Transportation and the Michigan Department of State. Objectives include streamlining business processes in order to improve data integrity, expedite processing and reduce the process cycle time, making crash data more accessible to more stakeholders, reducing the crash data and processing error rates, and achieving an overall cost savings on the processing of the crashes.

Due to the size and complexity of the CPR project and to ensure overall project success, a phased approach was adopted.

- **Phase 0** provided the foundation for the CPR project. Phase 0 explored issues and solutions, created business and technical requirements and established the overall project plan including deliverables, implementation schedules and project costs. This phase has been completed and Phase 1 has begun.
- **Phase 1** will focus on eliminating the mainframe processing and moving the MSP CRASH system to a Client/Server environment including establishing new front end processing application(s), and establishing Web-based crash data access for the law enforcement community.
- **Phase 2** will focus on how data is processed and includes consolidation of data keying functions at point

of entry, identification of improvements of accuracy and completeness of the data and the acceptance of formatted electronic UD-10 files by law enforcement agencies.

- **Phase 3** will focus on improving the accuracy of a crash location and includes the enhancement of web data access for the state and local law enforcement agencies, additional UD-10 training and additional system automation.

LAW ENFORCEMENT AGENCY MANAGEMENT SYSTEM (LEAMS)

Accurate and timely traffic crash data is a vital component to the operations of OHSP and the implementation of Michigan's Highway Safety Plan. OHSP serves as an advisory member on the Michigan State Police's Law Enforcement Agency Management System (LEAMS) software committee. This group is working to upgrade the technology used by state and local law enforcement in the collection of incident, crash, crime and citation data.

During FY2002, a vendor was selected to develop the LEAMS software package. This software package consists of the following six independent modules: Incident, Intelligence, CRASH, Citation, Enhancements, and Interfaces. The Incident module will be the first module developed for this project with a scheduled release date of January 2003. OHSP will participate in the development of the CRASH module by continuing to participate on the LEAMS advisory committee and providing Section 157 incentive funding for the development of this module. The CRASH module is scheduled to be released in late 2003.



EDUCATION

(Section 402 funding)

GOAL

Educate parents about the most common types of crashes involving teenage drivers, and, inform them of the Graduated Driver Licensing law and how it can help reduce the number of crashes involving teenage drivers.

SUMMARY

An instructor's package for a video-based driver education parent orientation meeting was developed that included the following items:

- Invitation letter to parents
- 19-minute video
- Parent handouts
- Parent/Teen Safe Driving Contract
- Meeting notes/tips
- Transparency masters
- PowerPoint presentations
- Attendance sheet
- CD-ROM with document backups

RESULTS

The Instructor's Package for a Video-Based Driver Education Parent Orientation Meeting was produced, duplicated, and forwarded to over 1,000 driver education program locations in Michigan. Information from driver education instructors indicates their strong endorsement and active use of the package.

FATIGUED AND DISTRACTED DRIVING

(Section 402 funding)

GOAL

Educate college students about the dangers of drowsy and distracted driving through the use of public information and education materials.

SUMMARY

Several items including radio public service announcements were produced to promote the first phase of the "Drive Alert & Awake – Stay Alive!" campaign on 15 pilot college campuses. The Prevention Network staff worked with campus staff to distribute the materials. A website was developed to provide drowsy and distracted driving information which included an incentive for students who logged onto the site.

Phase two of the campaign introduced the Dozing Discount program. This program provided discounts on hotel stays to

college students at participating lodging facilities in Michigan along frequently used, commuting travel routes. This phase of the program consisted of producing drowsy driving posters and radio public service announcements to publicize its availability.

RESULTS

Over 700 students were surveyed on 20 campuses, the 15 campuses that participated in the pilot and 5 campuses that did not participate. The results of the post survey showed that the students on the 15 pilot campuses had an increased level of awareness of the types of driving distractions and dangers of drowsy and distracted driving.

The posters and radio public service announcements were well received by the students and the campus radio stations. They proved to be most beneficial just prior to the college breaks. The campus newspapers were also receptive to the press release issued to kickoff the campaign.

An introductory packet of campaign materials was mailed to all Michigan campuses to promote the campaign and allow for the ordering of additional campaign materials. This was completed near the end of FY2002, therefore OHSP anticipates more widespread implementation of the campaign during FY2003. A how-to manual was developed to assist other Michigan campuses interested in implementing the "Drive Alert & Awake – Stay Alive!" campaign.

ELDERLY MOBILITY ISSUES

(Section 402 funding)

GOAL

Improve the personal mobility and safety of today's and tomorrow's elderly drivers.

SUMMARY

An older driver traffic safety assessment tool was developed that educates local community leaders about typical older driver safety problems, inventories their community's specific safety issues, and develops a local plan of action to improve older driver safety.

Information on traffic engineering enhancements that favorably impact the mobility of the older driver was presented at statewide conferences and workshops including the Michigan Association of Chiefs of Police, Michigan Traffic Safety Summit, Michigan Municipal League, and the ITE Technical Session.

RESULTS

Over 130 traffic safety engineers and professionals throughout Michigan are now equipped with a knowledge base, as it pertains to the older driver, that they can use as they look at roadway design issues.

ELDERLY MOBILITY

The Elderly Mobility Workgroup, comprised of traffic safety partners from state, local, public and private organizations, and OHSP, meets quarterly to review the progress of implementation of recommendations made to the Governors Traffic Safety Advisory Commission, formerly the Michigan State Safety Commission. A major accomplishment has been the development and presentation of the Older Driver Assessment Took Kit around the state. The Tool Kit educates local communities about typical older driver safety problems, inventories their community's specific safety issues, and develops a local plan of action to improve older driver safety.

MOTORCYCLE SAFETY

(Section 402 funding)

GOAL

Implement a new training curriculum containing major changes released by the Motorcycle Safety Foundation.

SUMMARY

This grant provided the required training in the improved curriculum and safe riding techniques to certified instructors throughout Michigan. Instructor Update Training programs were scheduled for three locations in Michigan. There were initially 113 instructors identified who needed the new curriculum update training. An informational newsletter and sign-up sheet were mailed to these MSF instructors.

RESULTS

Three Instructor Update Training sessions were successfully conducted under this grant, with a total of 43 instructors updated in the new safety curriculum which resulted in 38 percent of the identified eligible instructors receiving the training. Given that only an estimated 50-60 percent of the certified motorcycle safety instructors residing in the state of Michigan routinely train students, the activities of this grant made a significant contribution to the motorcycle safety effort in Michigan.

ADMINISTRATIVE ISSUES

GOVERNORS TRAFFIC SAFETY ADVISORY COMMISSION

On March 27, 2002, Governor John Engler signed Executive Order No. 2002-6 to establish the Governor's Traffic Safety Advisory Commission (GTSAC). The Order took effect May 28, 2002. The GTSAC replaces the Michigan State Safety Commission as the Governor's statewide traffic safety planning body in Michigan. The Commission consists of representatives of OHSP, State Police, Transportation, Education, Community Health and Office on Services to the Aging. The Governor appointed three members to represent local units of government. Federal partners (NHTSA, FHWA and FMCSA) and a long list of other advisory groups will participate in the meetings and Commission activities including the annual Traffic Safety Summit and Planning Meeting. This was a long-awaited change which will give the Commission more operational flexibility and greater participation by local government. The Commission does not have separate authority or a budget, it is a consensus-building advisory group.



participation by local government. The Commission does not have separate authority or a budget, it is a consensus-building advisory group.

The GTSAC used input from the annual planning meeting, the traffic safety summit and advisory groups to identify the traffic safety issues that should be addressed on an annual



The new Governor's Traffic Safety Advisory Commission meets for the first time in the fall of 2002 to improve traffic safety efforts in the state.

basis. Three issues have been chosen by the GTSAC. They are; (1) traffic crash system redesign; (2) elderly mobility; (3) intersection safety. The first two issues have action plans and are in the process of being addressed. A plan to develop a Michigan Intersection Safety Action Plan was approved by the GTSAC at the October 2002 meeting.

At that same meeting, the Commission approved the formation of a small group, to be convened by OHSP, for the purpose of discussing how to bring together university personnel and individuals responsible for traffic safety related research and evaluation. This research and evaluation team will provide assistance to the GTSAC for identifying current and emerging issues.

INTEGRATING SAFETY INTO TRANSPORTATION PLANNING

OHSP continues to work to facilitate the collaboration and coordination of the transportation plans required by various departments within the state. During FY2002, the Michigan Department of Transportation (MDOT) included a requirement in the Metropolitan Planning Agencies (MPOs) FY2003 Unified Work Plan to conduct a regional Safety in Planning Forum and to develop a traffic crash profile for their region. OHSP will be working with the MPOs to assist them with these two projects.

In August, a small group consisting of representatives from MDOT Planning, the MSP Motor Carrier Division, OHSP and the Southeast Michigan Council of Governments met to begin examining ways in which Michigan's transportation

planners can work together more collaboratively when developing their individual transportation plans. During the meeting it was determined that the OHSP Highway Safety FY04 planning process would be used as the beginning point for integrating the statewide transportation plan process.

LEGISLATIVE ACTION

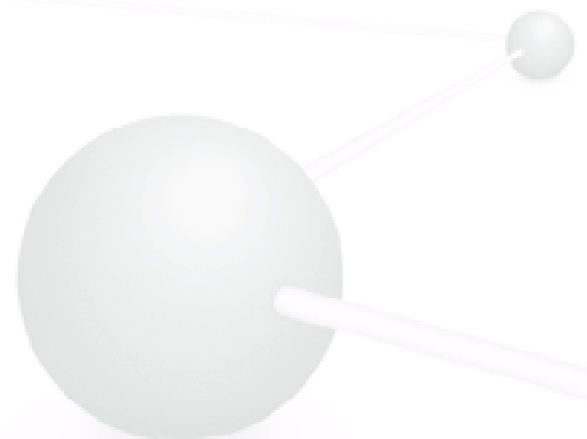
The following legislative actions took place during the year:

1. Increased points for speeding in work zones.

A bill to amend the Michigan Vehicle Code to increase the number of points added to a driver's record for violating the speed limit in a designated work zone was signed into law by Governor Engler on April 8, 2002. The law went into effect July 1, 2002, and, increases by 1 point the number of points on a driver's record for a speeding violation in a designated work zone.

2. Segway—electric personal assistive mobility devices:

Public Act No. 494 of 2002 was signed on July 2, 2002, with immediate effect by Governor Engler. The act defines and allows "Segway" devices to be used in Michigan. The law refers to them as "electric personal assistive mobility devices" and treats them in a similar manner to a bicycle regarding operation and regulation. Local units of government are given some limited authority to further regulate their use by ordinance. Use is not permitted at Mackinac Island and in historic districts, and, may be regulated by the Department of Natural Resources on lands under their control.



FUTURE FOCUS

FUTURE FORUM

Throughout the FY2003 planning process, OHSP continued to focus its efforts on those areas where the most serious traffic safety problems occur. Use of the planning matrix contained in the highway safety plan enabled OHSP to maintain this focus through the identification of primary issue areas and target groups experiencing the most significant traffic safety problems. During the problem identification process, the information contained within the planning matrix was reviewed to ensure that planning efforts and resources accurately identify how and why crashes are actually occurring, who is involved, as well as, when and where these crashes happen. Projects were selected based upon their potential to impact the identified traffic safety primary issue and problem area.

Organization of the performance plan is centered around four program areas which equate to the four primary issue areas identified in the planning matrix. All of the OHSP program coordinators work together as a team, along with their partners, to address the primary issue through strategy development and project implementation. This enables resources to be distributed where they are needed most, in the areas where the greatest traffic safety problems exist.

OCCUPANT PROTECTION

Increasing the observed statewide safety belt usage rate to 90 percent by the year 2004 is the goal that has been set for this program area. Increasing the perceived threat of arrest for failure to wear a safety belt will be accomplished through overtime enforcement conducted during statewide mobilizations. Public information and education campaigns, including earned and paid media, will be implemented to publicize the enforcement activity and to address part-time safety belt use. Effectiveness of the public information and education campaigns and enforcement activities will be thoroughly evaluated through telephone and direct observation surveys.

ALCOHOL IMPAIRED DRIVING PREVENTION

The OHSP goal in this area is to reduce the proportion of KA had-been-drinking (HBD) crashes to 17 percent by 2004. One of the primary strategies for impacting this issue is increasing the perceived threat of arrest through high-visibility

saturation patrol teams deployed on a weekly basis throughout the state. Local, county and state law enforcement agencies will participate in this enforcement activity. Overtime support for national mobilizations will also be provided.

ROADWAY SAFETY

In 2001, nearly 30 percent of all fatal crashes occurred at/or within 150 feet of an intersection. The goal of reducing the number of crashes at intersections by 10% has been established for this issue area. OHSP will facilitate the development of a Michigan agenda to address intersection safety. In addition, funding for traffic engineering assistance to local communities and basic engineering training will be provided to assist communities with identifying needed roadway safety improvements.

DRIVER ISSUES AND EDUCATION

Reducing the number of KA crashes by 10 percent where unsafe driving behavior is cited as the hazardous action in a crash is the goal that has been established in this area. Unsafe driving behavior is defined as speeding, failure to yield, violation of traffic control, and driving left of center. In addition to unsafe driving behavior, this primary issue also addresses elderly drivers and the young driver. The elderly mobility traffic crash data and literature review will be updated to assist with revising the statewide elderly mobility action plan. Public information and education efforts targeting teens and parents will continue.

PLANNING AND ADMINISTRATION

The overall program goal is to provide the most efficient and effective administration, management and evaluation of the Michigan Office of Highway Safety Planning. OHSP will provide support for the newly created Governors Traffic Safety Advisory Commission. A project implemented in partnership with the Michigan Department of Transportation and Secretary of State to improve the traffic crash records system will be continued. The business community will continue to be used as an avenue to promote traffic safety in the workplace and the delivery of this program will be combined with Safe Communities for greater efficiency. Improvements in technology and continual monitoring of internal processes and evaluation strategies will be implemented to ensure that the primary issue and program area goals and ultimately the statewide impact goals are achieved.

OHSP STATUS REPORT

FISCAL 2002—OHSP STATUS REPORT AS OF 12-11-02

PROG AREA	PAP/ TASK	Description, Project Number & Grantee	FY2002 Obligated	Approved Grant Award	Total Fed. Doll. Rpt.	Period of Last Cost Stmt	Approved Grant Bal	Project Period
	02-01							
OP	TK #1	Enforcement						
		OP-02-12 DRCC		149,789.00	142,166.11	Final	7,622.89	10/1/01 - 9/30/02
		OP-02-17 Kalamazoo County		13,595.00	5,325.33	Final	8,269.67	10/12/01 - 9/30/02
		OP-02-15 Calhoun County		7,590.00	4,245.55	04/01 - 06/30/02	3,344.45	10/1/01 - 9/30/02
		OP-02-05 Monroe County		8,000.00	4,905.68	04/01 - 06/30/02	3,094.32	10/1/01 - 9/30/02
		OP-02-03 City of Marysville		9,200.00	9,199.13	Final	0.87	10/1/01 - 9/30/02
		OP-02-06 TIA of Oakland Co.		68,000.00	60,151.05	Final	7,848.95	10/1/01 - 9/30/02
		OP-02-22 City of Brighton		8,787.00	3,582.26	04/01 - 06/30/02	5,204.74	10/22/01 - 9/30/02
		OP-02-07 Bay County		5,990.00	5,480.82	Final	509.18	10/1/01 - 9/30/02
		OP-02-23 Meridian Township		16,025.00	12,948.36	Final	3,076.64	10/22/01 - 9/30/02
		OP-02-14 Jackson Traffic Safety Program		9,200.00	8,200.06	Final	999.94	10/1/01 - 9/30/02
		OP-02-11 MCTSI		200,000.00	206,435.75	Final	(6,435.75)	10/1/01 - 9/30/02
		OP-02-18 Ottawa County		13,003.00	13,003.00	Final	0.00	10/12/01 - 9/30/02
		OP-02-08 Saginaw County		11,513.00	11,202.32	Final	310.68	10/1/01 - 9/30/02
		OP-02-19 City of Wyoming		31,572.00	27,457.31	Final	4,114.69	10/12/01 - 9/30/02
		OP-02-24 Macomb County		44,016.00	40,459.70	Final	3,556.30	10/22/01 - 9/30/02
		OP-02-20 City of Burton		24,894.00	9,841.49	Final	15,052.51	10/12/01 - 9/30/02
		OP-02-21 Muskegon Township		9,200.00	6,782.26	Final	2,417.74	10/12/01 - 9/30/02
		OP-02-25 Van Buren County		4,000.00	0.00	01/01 - 03/31/02	4,000.00	10/22/01 - 9/30/02
		OP-02-26 Washtenaw County		18,000.00	4,584.69	04/01 - 06/30/02	13,415.31	11/19/01 - 9/30/02
		Subtotal TK #1	652,374.00	652,374.00	575,970.87		76,403.13	
OP	TK #2	Public Information and Education	50,000.00					
		CP-02-08 OHSP		30,000.00	21,017.70	Final	8,982.30	10/1/01 - 9/30/02
OP	TK #3	Law Enforcement Support	25,000.00					
		CP-02-08 OHSP		25,000.00	13,862.94	Final	11,137.06	10/1/01 - 9/30/02
OP	TK #4	Evaluation						
		OP-02-01 UMTRI		49,834.00	12,112.08	04/01 - 06/30/02	37,721.92	10/1/01 - 9/30/02
		OP-01-02 UMTRI		77,548.39	77,221.87	Final	326.52	10/1 - 11/30/01
		Subtotal TK #4	127,382.39	127,382.39	89,333.95		38,048.44	
OP	TK #5	Training	50,000.00					
		OP-02-04 MDCH		50,000.00	50,000.00	Final	0.00	10/1/01 - 9/30/02
OP	TK #6	Grant Development & Community Outreach Team	233,000.00					
		CP-02-08 OHSP		208,912.00	187,580.27	Final	21,331.73	10/1/01 - 9/30/02
		Subtotal OP	1,137,756.39	1,093,668.39	937,765.73		155,902.66	
157OP	TK #7	Law Enforcement Incentives	2,061,796.79					
		J8-02-08 NMU		77,502.00	50,425.90	4/01 - 06/30/02	27,076.10	10/1/01 - 9/30/02
		J8-02-09 Berrien County		13,750.00	13,750.00	04/01 - 06/30/02	0.00	10/9/01 - 9/30/02
		Subtotal TK #7	2,061,796.79	91,252.00	64,175.90			
		Subtotal 157 OP Incentive Funds	2,061,796.79	91,252.00	64,175.90		27,076.10	
405	TK #15	Public Information and Education						
		CP-02-08 OHSP		125,000.00	60,844.54	Final	64,155.46	10/1/01 - 9/30/02

PROG AREA	PAP/ TASK	Description, Project Number & Grantee	FY2002 Obligated	Approved Grant Award	Total Fed. Doll. Rpt.	Period of Last Cost Stmt	Approved Grant Bal	Project Period
		OP-02-13 MDCH		47,000.00	48,500.00	07/01 - 09/30/02	(1,500.00)	10/1/01 - 9/30/02
		Subtotal TK #15	225,000.00	172,000.00	109,344.54		62,655.46	
405	TK #16	Innovative Enforcement Program Support	47,750.00					
		OP-02-02 Otsego County		24,625.00	24,625.00	Final	0.00	10/1/01 - 9/30/02
		OP-02-16 City of Allegan		23,125.00	23,125.00	Final	0.00	11/1/01 - 9/30/02
		Subtotal TK #16	47,750.00	47,750.00	47,750.00		0.00	
405	TK#17	Law Enforcement Leadership						
405	TK#18	Safe Communities	18,692.00					
		CP-02-06 St. Clair County Community Mental Health Auth.		18,692.00	17,202.24	Final	1,489.76	10/1/01 - 9/30/02
405	TK#23	Enforcement	135,000.00					
		OP-02-11 MCTSI		135,000.00	128,642.76	Final	6,357.24	10/1/01 - 9/30/02
405	TK#24	Evaluation	50,000.00					
		OP-02-27 UMTRI		50,000.00	19,104.48	03/08 - 06/30/02	30,895.52	3/8 - 9/30/02
		Subtotal 405 Funds	476,442.00	423,442.00	322,044.02		101,397.98	
2003(b)	TK #19	Training	36,000.00					
		OP-02-09 MDCH		36,000.00	35,332.61	04/01 - 06/30/02	667.39	10/1/01 - 9/30/02
2003(b)	TK#20	Child Passenger Safety Coordination	56,000.00					
		OP-02-09 MDCH		56,000.00	56,000.00	04/01 - 06/30/02	0.00	10/1/01 - 9/30/02
2003(b)	TK#21	Equipment	25,000.00					
		OP-02-09 MDCH		20,000.00	0.00	04/01 - 06/30/02	20,000.00	10/1/01 - 9/30/02
		OP-02-10 Marquette County Health Department		5,000.00	4,999.00	Final	1.00	10/1/01 - 9/30/02
		Subtotal TK #21	25,000.00	25,000.00	4,999.00		20,001.00	
2003(b)	TK#22	Strategic Planning and Implementation	389,539.00					
		OP-02-09 MDCH		20,000.00	0.00	04/01 - 06/30/02	20,000.00	10/1/01 - 9/30/02
		Subtotal 2003(b) Funds	506,539.00	137,000.00	96,331.61		40,668.39	
IPM2- 157	TK#25	Paid Media	1,224,900.00					
		CP-02-08 OHSP		1,224,900.00	1,214,601.03	Final	10,298.97	10/1/01 - 9/30/02
IN2- 157	TK#26	Media Evaluation	50,000.00					
		CP-02-04 MPHI		43,785.00	43,775.48	Final	9.52	10/1/01 - 9/30/02
IN2- 157	TK#27	Evaluation	240,000.00					
		CP-02-08 OHSP		40,000.00	36,030.99	Final	3,969.01	10/1/01 - 9/30/02
		OP-02-28 UMTRI		156,313.00	38,393.68	04/19 - 06/30/02	117,919.32	4/19 - 09/30/02
		Subtotal TK #27	240,000.00	196,313.00	74,424.67		121,888.33	
		Subtotal 157 Innovative Funds	1,514,900.00	1,464,998.00	1,332,801.18		132,196.82	
		Total PAP 02-01	5,697,434.18	3,210,360.39	2,753,118.44		457,241.95	
	02-02							
AL	TK #1	Enforcement						
		OP-02-17 Kalamazoo County		20,391.00	7,988.00	Final	12,403.00	10/12/01 - 9/30/02
		OP-02-15 Calhoun County		11,386.00	6,368.32	04/01 - 06/30/02	5,017.68	10/1/01 - 9/30/02
		OP-02-05 Monroe County		12,001.00	7,358.52	04/01 - 06/30/02	4,642.48	10/1/01 - 9/30/02
		AL-02-02 Brownstown Township		139,997.00	104,999.32	Final	34,997.68	10/1/01 - 9/30/02

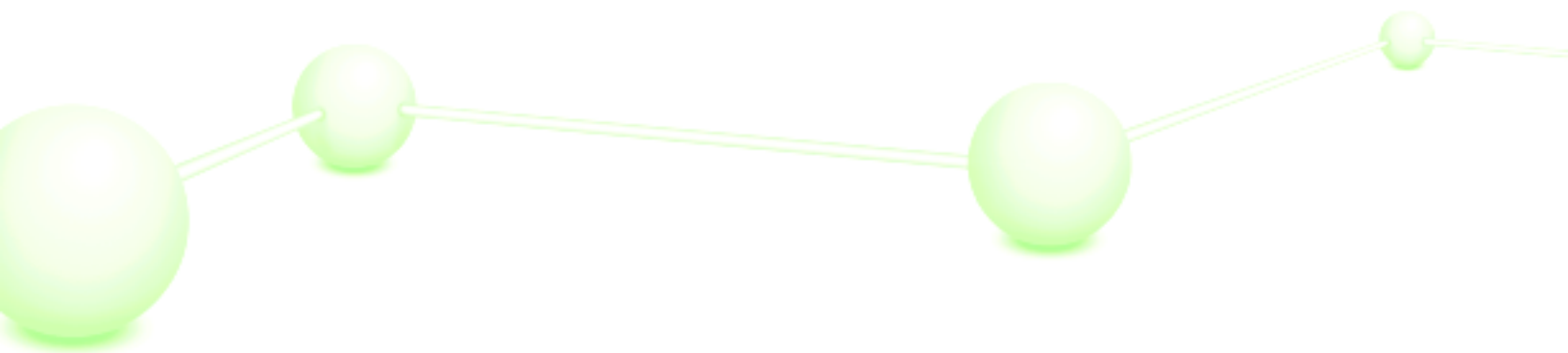
PROG AREA	PAP/ TASK	Description, Project Number & Grantee	FY2002 Obligated	Approved Grant Award	Total Fed. Doll. Rpt.	Period of Last Cost Stmt	Approved Grant Bal	Project Period
		OP-02-03 City of Marysville		13,800.00	13,798.71	Final	1.29	10/1/01 - 9/30/02
		OP-02-06 TIA of Oakland Co.		102,000.00	90,226.61	Final	11,773.39	10/1/01 - 9/30/02
		OP-02-22 City of Brighton		13,180.00	5,373.40	04/01 - 06/30/02	7,806.60	10/22/01 - 9/30/02
		OP-02-07 Bay County		8,986.00	8,221.25	Final	764.75	10/1/01 - 9/30/02
		OP-02-23 Meridian Township		24,037.00	19,422.95	Final	4,614.05	10/22/01 - 9/30/02
		OP-02-14 Jackson Traffic Safety Program		13,800.00	12,300.09	Final	1,499.91	10/1/01 - 9/30/02
		OP-02-18 Ottawa County		19,504.00	19,504.00	Final	0.00	10/12/01 - 9/30/02
		OP-02-08 Saginaw County		17,270.00	16,803.49	Final	466.51	10/1/01 - 9/30/02
		OP-02-19 City of Wyoming		47,357.00	41,185.95	Final	6,171.05	10/12/01 - 9/30/02
		OP-02-24 Macomb County		66,025.00	60,689.56	Final	5,335.44	10/22/01 - 9/30/02
		OP-02-20 City of Burton		37,342.00	14,762.25	Final	22,579.75	10/12/01 - 9/30/02
		OP-02-21 Muskegon Township		13,800.00	10,173.38	Final	3,626.62	10/12/01 - 9/30/02
		OP-02-25 Van Buren County		6,000.00	0.00	01/01 - 03/31/02	6,000.00	10/22/01 - 9/30/02
		OP-02-26 Washtenaw County		27,000.00	6,877.02	04/01 - 06/30/02	20,122.98	11/19/01 - 9/30/02
		Subtotal TK#1	593,876.00	593,876.00	446,052.82		147,823.18	
AL	TK #2	Public Information and Education	79,000.00					
		CP-02-08 OHSP		42,000.00	22,226.96	Final	19,773.04	10/1/01 - 9/30/02
		AL-02-01 Michigan Beer & Wine Wholesalers Association		37,000.00	33,893.98	Final	3,106.02	10/1/01 - 9/30/02
		Subtotal TK#2		79,000.00	56,120.94		22,879.06	
AL	TK #3	State Alcohol Forum & Implementation	90,000.00					
		CP-02-08 OHSP		15,000.00	3,419.99	Final	11,580.01	10/1/01 - 9/30/02
AL	TK #4	Grant Development & Community Outreach Team	209,000.00					
		CP-02-08 OHSP		187,193.00	168,079.37	Final	19,113.63	10/1/01 - 9/30/02
		Subtotal AL	971,876.00	875,069.00	673,673.12		201,395.88	
403	TK #5	YDYDYL Statewide Coordination						
		CP-02-08 OHSP	398,150.00	130,000.00	129,541.00	Final	459.00	10/1/01 - 9/30/02
		CP-02-04 MPH	101,850.00	101,850.00	73,987.96	Final	27,862.04	10/1/01 - 9/30/02
		Subtotal 403 Funds	500,000.00	231,850.00	203,528.96		28,321.04	
		Total PAP 02-02	1,471,876.00	1,106,919.00	877,202.08		229,716.92	
	02-03							
PT	TK #1	State Police Enforcement	265,320.00					
		OP-02-11 MCTSI		265,320.00	250,590.26	Final	14,729.74	10/1/01 - 9/30/02
PT	TK #2	Law Enforcement Liaison	29,979.00					
		CP-02-04 MPH		29,979.00	30,276.41	Final	(297.41)	10/1/01 - 9/30/02
PT	TK #3	Training	44,905.00					
		CP-02-08 OHSP		42,000.00	24,783.36	Final	17,216.64	10/1/01 - 9/30/02
		J8-02-03 MJ		2,905.00	2,904.03	04/01 - 06/30/02	0.97	10/1/01 - 9/30/02
		Subtotal Task#3		44,905.00	27,687.39		17,217.61	
PT	TK #4	Grant Development & Community Outreach Team	112,000.00					
		CP-02-08 OHSP		100,319.00	90,075.69	Final	10,243.31	10/1/01 - 9/30/02
		Total PAP 02-03	452,204.00	440,523.00	398,629.75		41,893.25	
	02-04							
PS	TK #1	Bicycle Assessment	30,000.00					

PROG AREA	PAP/ TASK	Description, Project Number & Grantee	FY2002 Obligated	Approved Grant Award	Total Fed. Doll. Rpt.	Period of Last Cost Stmt	Approved Grant Bal	Project Period
		PS-02-01 MDCH		30,000.00	35,000.00	07/01 - 09/30/02	(5,000.00)	10/1/01 - 9/30/02
PS	TK #2	Bicycle Safety Events	35,000.00					
		PS-02-01 MDCH		35,000.00	30,000.00	07/01 - 09/30/02	5,000.00	10/1/01 - 9/30/02
PS	TK #3	Community Pedestrian Safety Program	29,818.25					
		PS-02-02 MSU		20,000.00	12,268.03	Final	7,731.97	10/1/01 - 9/30/02
		PS-01-03 MSU		9,818.25	6,625.69	Final	3,192.56	10/1/01 - 9/30/02
		Subtotal Task #3		29,818.25	18,893.72		10,924.53	
PS	TK #4	Grant Development & Community Outreach Team	25,000.00					
		CP-02-08 OHSP		21,719.00	19,500.92	Final	2,218.08	10/1/01 - 9/30/02
		Total PAP 02-04	119,818.25	116,537.25	103,394.64		13,142.61	
	02-05							
TR	TK #1	Traffic Citation Project	15,000.00					
		CP-02-08 OHSP		15,000.00	6,218.76	Final	8,781.24	10/1/01 - 9/30/02
TR	TK #2	Traffic Crash Facts	69,817.00					
		CP-02-12 UMTRI		69,817.00	19,525.66	04/01 - 06/30/02	50,291.34	10/22/01 - 9/30/02
TR	TK #3	Crash Data Analysis Tool	25,000.00					
TR	TK #4	Grant Development & Community Outreach Team	30,000.00					
		CP-02-08 OHSP		26,890.00	24,144.00	Final	2,746.00	10/1/01 - 9/30/02
		Subtotal TR	139,817.00	111,707.00	49,888.42		61,818.58	
411	TK #5	Traffic Records Assessment	629,842.98					
		CP-02-08 OHSP		230,000.00	0.00	Final	230,000.00	10/1/01 - 9/30/02
411	TK #6	Technical Assistance	100,000.00					
		CP-02-08 OHSP		100,000.00	99,960.00	Final	40.00	10/1/01 - 9/30/02
411	TK #7	New Document Scanner	79,033.00					
		TR-02-01 MSP/CJIC		79,033.00	15,245.00	07/01 - 09/30/02		08/01 - 09/30/02
		Subtotal 411	808,875.98	409,033.00	115,205.00		230,040.00	
		Total PAP 02-05	948,692.98	520,740.00	165,093.42		291,858.58	
	02-06							
CP	TK #1	Technical Assistance for Safe Communities	75,000.00					
		CP-02-04 MPH		75,000.00	74,779.07	Final	220.93	10/1/01 - 9/30/02
CP	TK #2	Safe Communities Resource Consultants	93,000.00					
		CP-02-02 MDCH/DSAQP		93,000.00	71,505.50	Final	21,494.50	10/1/01 - 9/30/02
CP	TK #3	Community Injury Prevention Officers	48,000.00					
		CP-02-05 SWM Systems, Inc.		48,000.00	18,831.40	Final	29,168.60	10/1/01 - 9/30/02
CP	TK #4	Regional Support	230,000.00					
		CP-02-09 Traffic Safety Association of Macomb County		25,000.00	24,998.62	Final	1.38	10/1/01 - 9/30/02
		CP-02-06 St. Clair County Community Mental Health Auth.		11,800.00	9,297.16	Final	2,502.84	10/1/01 - 9/30/02
		CP-02-03 TIA of Oakland County		24,390.00	10,058.44	Final	14,331.56	10/1/01 - 9/30/02
		CP-02-10 Sturgis Youth and Family Council		12,130.00	11,577.05	Final	552.95	3/1/02 - 9/30/02

PROG AREA	PAP/ TASK	Description, Project Number & Grantee	FY2002 Obligated	Approved Grant Award	Total Fed. Doll. Rpt.	Period of Last Cost Stmt	Approved Grant Bal	Project Period
		OP-02-16 City of Allegan		1,000.00	1,000.00	Final	0.00	11/1/01 - 9/30/02
		CP-02-11 TSAM		65,239.00	55,085.53	Final	10,153.47	10/11/01 - 9/30/02
		CP-02-07 Copper Country Mental Health Services Institute		21,483.00	8,940.06	04/01 - 06/30/02	12,542.94	10/1/01 - 9/30/02
		CP-02-13 - Marquette County		30,000.00	0.00	Final	30,000.00	11/15/01 - 9/30/02
		CP-02-14 - Genesee County Health Dept.		6,560.00	848.39	Final	5,711.61	11/28/01 - 9/30/02
		CP-02-15 Grand Traverse County		20,000.00	19,849.88	Final	150.12	12/26/01 - 9/30/02
		Subtotal TK #4	230,000.00	217,602.00	141,655.13		75,946.87	
CP	TK #5	MSP Partnership Pilot	10,000.00					
		CP-02-08 OHSP		10,000.00	0.00	Final	10,000.00	10/1/01 - 9/30/02
CP	TK #6	Community Diversity	30,000.00					
		CP-02-08 OHSP		30,000.00	0.00	Final	30,000.00	10/1/01 - 9/30/02
CP	TK #7	Strategic Plan	20,000.00					
		CP-02-08 OHSP		20,000.00	0.00	Final	20,000.00	10/1/01 - 9/30/02
CP	TK #8	Public Information and Education	25,000.00					
		CP-02-08 OHSP		25,000.00	7,505.46	Final	17,494.54	10/1/01 - 9/30/02
CP	TK #9	Training	5,000.00					
		CP-02-11 TSAM		5,000.00	0.00	Final	5,000.00	10/11/01 - 9/30/02
CP	TK #10	Social Marketing	17,850.00					
		CP-02-04 MPHI		19,946.19	2,096.19	Final	17,850.00	10/1/01 - 9/30/02
CP	TK #11	Public Information Distribution and Storage	340,000.00					
		CP-02-01 MDCH/DSAQP		340,000.00	307,757.08	Final	32,242.92	10/1/01 - 9/30/02
CP	TK #12	General Public Information	151,000.00					
		CP-02-08 OHSP		151,000.00	105,727.23	Final	45,272.77	10/1/01 - 9/30/02
CP	TK #13	General Driver Issues-MILES	123,000.00					
		CP-02-08 OHSP		123,000.00	48,024.80	Final	74,975.20	10/1/01 - 9/30/02
CP	TK #14	Public Relations Assistance						
		CP-02-08 OHSP		83,150.00	170,756.55	Final	(87,606.55)	10/1/01 - 9/30/02
		CP-02-11 TSAM		35,166.00	26,018.48	Final	9,147.52	10/11/01 - 9/30/02
		CP-02-16 MADD		4,187.00			4,187.00	6/21 - 9/30/02
		Subtotal TK #14	189,000.00	122,503.00	196,775.03		(74,272.03)	
CP	TK #15	Awareness Surveys	25,000.00					
		CP-02-08 OHSP		25,000.00	21,203.12	Final	3,796.88	10/1/01 - 9/30/02
		Subtotal 402	1,381,850.00	1,305,051.19	995,860.01		309,191.18	
157	TK #16	Public Relations Assistance						
				0.00			0.00	
		Subtotal 157 Innovative Funds	0.00	0.00	0.00		0.00	
157CP	TK #17	Public Service Announcement Placement	106,000.00					
		CP-02-08 OHSP		106,000.00	58,556.00	Final	47,444.00	10/1/01 - 9/30/02
		Subtotal 157 Incentive Funds	106,000.00	106,000.00	58,556.00		47,444.00	
405	TK#18	Public Relations Assistance	200,000.00					
		CP-02-08 OHSP		200,000.00	146,154.06	Final	53,845.94	10/1/01 - 9/30/02
405	TK#19	Traffic Safety Campaign Development	1,082,987.54					
		CP-02-08 OHSP		330,000.00	247,763.36	Final	82,236.64	10/1/01 - 9/30/02

PROG AREA	PAP/ TASK	Description, Project Number & Grantee	FY2002 Obligated	Approved Grant Award	Total Fed. Doll. Rpt.	Period of Last Cost Stmt	Approved Grant Bal	Project Period
		Subtotal 405 Funds	1,282,987.54	530,000.00	393,917.42		136,082.58	
CP	TK#20	Technical Assistance						
		CP-02-04 MPH		18,900.00	18,892.39	Final	7.61	10/1/01 - 9/30/02
		CP-02-12 UMTRI		109,100.00	57,261.81	04/01 - 06/30/02	51,838.19	10/22/01 - 9/30/02
		Subtotal Task #20	170,000.00	128,000.00	76,154.20		51,845.80	
CP	TK#21	Traffic Safety Summit	40,000.00					
		CP-02-08 OHSP		40,000.00	0.00	Final	40,000.00	10/1/01 - 9/30/02
CP	TK#22	Grant Development and Community Outreach Team	1,264,606.87					
		CP-02-08 OHSP		329,914.00	296,228.26	Final	33,685.74	10/1/01 - 9/30/02
		Total 402	2,856,456.87	1,802,965.19	1,368,242.47		434,722.72	
		Total 157 Innovative Funds	0.00	0.00	0.00		0.00	
		Total 157 Incentive Funds	106,000.00	106,000.00	58,556.00		47,444.00	
		Total 405 Funds	1,282,987.54	530,000.00	393,917.42		136,082.58	
		Total PAP 02-06	4,245,444.41	2,438,965.19	1,820,715.89		618,249.30	
	02-07							
RS	TK #1	Training	115,000.00					
		RS-02-03 MSU		50,000.00	50,000.00	Final	0.00	10/9/01 - 9/30/02
		CP-02-08 OHSP		20,000.00	9,883.69	Final	10,116.31	10/1/01 - 9/30/02
		Subtotal Task #1		70,000.00	59,883.69		10,116.31	
RS	TK #2	Countermeasure Evaluation	180,000.00					
		RS-02-01 WSU		70,000.00	43,897.15	04/01 - 06/30/02	26,102.85	10/1/01 - 9/30/02
		RS-02-02 WSU		60,000.00	39,906.71	04/01 - 06/30/02	20,093.29	10/1/01 - 9/30/02
		RS-97-08 Kent County Road Commission		43,995.79	4,071.50	Final	39,924.29	10/1/01 - 9/30/02
		Subtotal Task #2		173,995.79	87,875.36		86,120.43	
RS	TK #3	Traffic Safety Decision Making Assistance	45,000.00					
		RS-00-04 Kalamazoo Area Transportation Study		8,840.00	8,840.00	Final	0.00	10/1/01 - 9/30/02
RS	TK #4	Grant Development & Community Outreach Team	87,000.00					
		CP-02-08 OHSP		77,566.00	69,646.17	Final	7,919.83	10/1/01 - 9/30/02
		Total PAP 02-07	427,000.00	330,401.79	226,245.22		104,156.57	
	02-08							
DE	TK #1	Fatigued Distracted Driving College Program	200,000.00					
		CP-02-02 MDCH/DSAQP		200,000.00	34,844.08	Final	165,155.92	10/1/01 - 9/30/02
DE	TK #2	Education	50,000.00					
		CP-02-11 TSAM		50,000.00	48,216.00	Final	1,784.00	10/11/01 - 9/30/02
DE	TK #3	Elderly Mobility Issues	30,000.00					
		DE-02-01 Michigan Offices of Services to the Aging		10,000.00	3,750.00	Final	6,250.00	10/1/01 - 9/30/02
		CP-02-08 OHSP		20,000.00	0.00	Final	20,000.00	10/1/01 - 9/30/02
		Subtotal Task #3		30,000.00	3,750.00		26,250.00	
DE	TK #4	Grant Development & Community Outreach Team	79,000.00					
		CP-02-08 OHSP		70,327.00	63,145.46	Final	7,181.54	10/1/01 - 9/30/02
		Total PAP 02-08	359,000.00	350,327.00	149,955.54		200,371.46	

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